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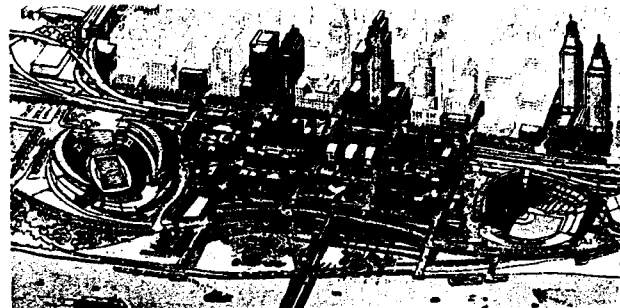
Hamilton County/Cincinnati

# Central Riverfront Urban Design Master Plan

*Prepared by* U R B A N   D E S I G N   A S S O C I A T E S

*Prepared for*  
Hamilton County *and*  
The City of Cincinnati

APRIL 2000



## Table of Contents

### *Acknowledgements*

### *Executive Summary*

- I Summary of the Plan
- II Planning Process

### *Planning Process*

- I Concept Plan
- II Final Urban Design Master Plan

### *Urban Design Analysis*

- I Concept Plan Focus Groups
- II Urban Design X-Rays®

### *Urban Design Principles*

### *Frameworks*

### *Development Program*

### *Urban Design Master Plan*

- I Urban Design Master Plan
- II Urban Design Initiatives

### *Urban Design Guidelines for The Banks*

- I Urban Design Guidelines
- II Architectural Guidelines
- III Streets and Parking
- IV City Streetscape Standards

### *Appendix*

- ZHA Report
- Broadway Commons Plan
- ERA Report
- Glatting Jackson Kercher Anglin Lopez Memorandum
- The Banks

## Acknowledgements

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# Executive Summary



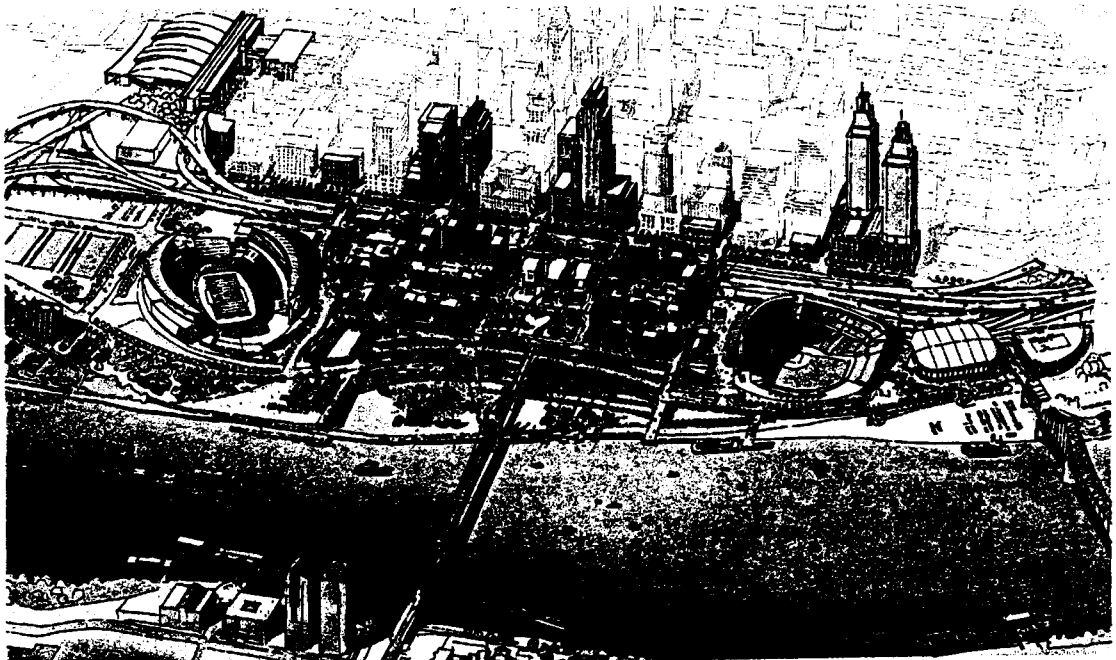
## I Summary of the Plan

THE CINCINNATI CENTRAL RIVERFRONT MASTER PLAN is the result of a public participation planning process begun in October 1996. Hamilton County and the City of Cincinnati engaged Urban Design Associates to prepare a plan to give direction in two public policy areas:

- to site the two new stadiums for the Reds and the Bengals
- to develop an overall urban design framework for the development of the central riverfront which would capitalize on the major public investment in the stadiums and structured parking

A Riverfront Steering Committee made up of City and County elected officials and staff was formed as a joint policy board for the Central Riverfront Plan. Focus groups, interviews, and public meetings were held throughout the planning process.

A Concept Plan was published in April 1997 which identified three possible scenarios for the siting of the stadiums and the development of the riverfront. The preparation of a final Master Plan was delayed due to a November 1998 public referendum on the siting of the Reds Ballpark.

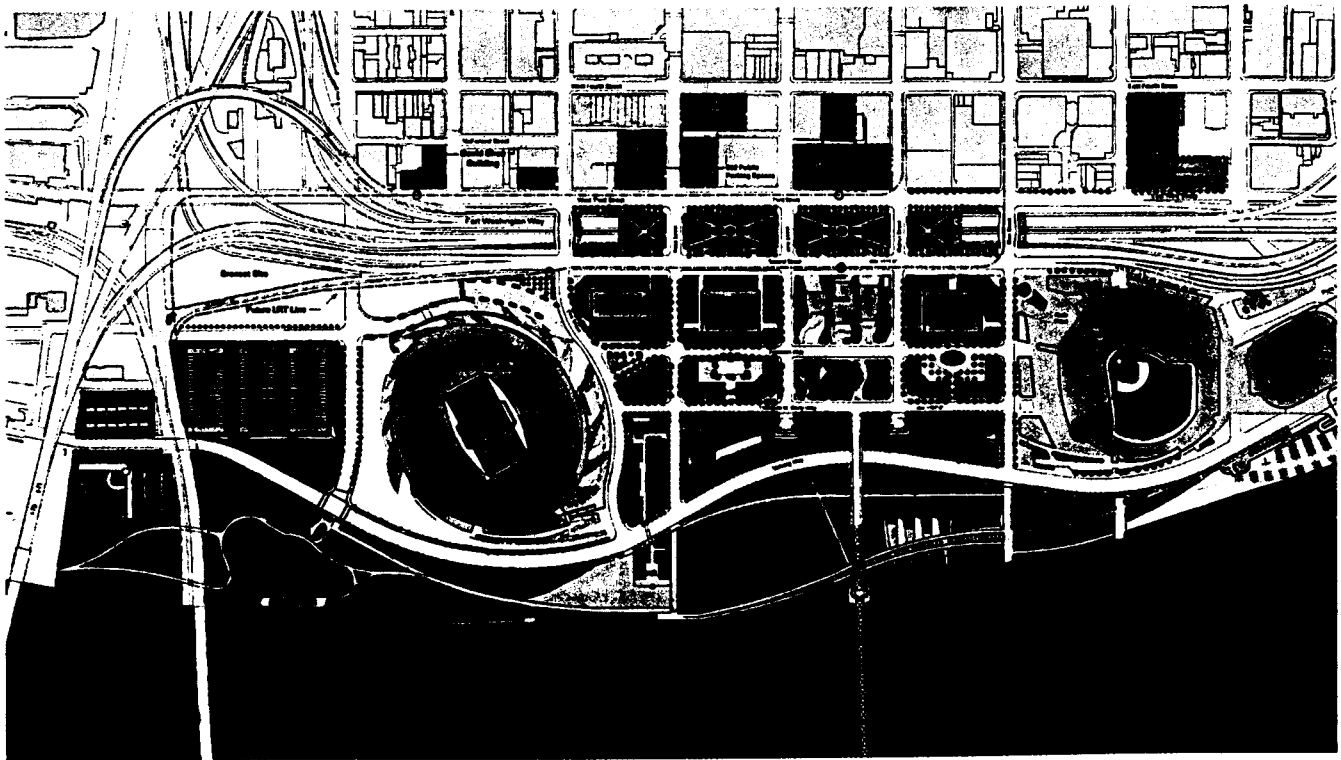


Once the decision on the Reds Ballpark was made by the voters in favor of a riverfront site, Hamilton County and the City of Cincinnati in January 1999 appointed sixteen prominent citizens to the Riverfront Advisors Commission who were charged to "recommend mixed usage for the Riverfront that guarantees public investment will create sustainable development on the site most valued by our community." The result of that effort was *The Banks*, a September 1999 report from the Advisors which contained recommendations on land use, parking, finance, phasing, and developer selection for the Central Riverfront.

The Advisors and the UDA team also worked closely with the Park Board and their consultants to integrate the master planning for the riverfront park into the overall Master Plan.

The final Master Plan, which includes The Banks recommendations from the Advisors, has the following major elements:

- 1 Four anchor attractions (three new: Paul Brown Stadium, Reds Ballpark, and the National Underground Railroad Freedom Center; and one existing—Firststar Center).
- 2 Parking for over 6000 cars to serve commuters, sports fans, and festival attendees.
- 3 The Banks, a vibrant mixed use district with: 900 to 1300 housing units; 400,000 to 500,000 sq. ft. of retail and entertainment; 100,000 to 200,000 sq. ft. of offices; and a hotel of 200 to 400 rooms.
- 4 A new, 70-acre riverfront park as a signature front door for the City and as a location for major festivals.



- 5 A narrowed, redesigned, and partially decked Fort Washington Way, the sunken interstate highway which runs east-west through the City between Downtown and the riverfront.
- 6 An Intermodal Transit Center below grade on the south side of Fort Washington Way for buses, service, future on-grade light rail, and future commuter rail.
- 7 A redeveloped Third Street with new commercial office buildings and supporting retail and parking

#### **Next Steps**

##### *Construction*

Four projects are under construction: Paul Brown Stadium, Fort Washington Way, and the East Parking Garage will open in August 2000; the Intermodal Transit Center will be completed in 2001, a monumental achievement.

##### *Design*

Four projects are in design: Reds Ballpark; National Underground Railroad Freedom Center; underground parking; and the riverfront park. These four projects are scheduled for completion after 2002.

##### *Development*

The City and the County will jointly create a Riverfront Development Commission which will oversee and ensure implementation of The Banks. The first task of the Commission will be to issue a national Request for Proposals for developers in summer 2000 for Phase One of The Banks project between Paul Brown Stadium and the Freedom Center. Phase One could be completed in 2003 to 2004.

The City and County will work with property owners and developers to facilitate commercial office development and parking on the north side of Third Street.

##### *Transit*

The City and the County will support the regional development of light rail transit linking the airport, Northern Kentucky, the Central Riverfront, Downtown Cincinnati, and the University of Cincinnati by way of split tracks on eastbound Second Street and westbound Third Street.





## II Planning Process

THE DEVELOPMENT OF THE PLAN for the Central Riverfront was divided into two distinct phases: The Central Riverfront Urban Design and Stadium Concept Plan which was published in April 1997; and the current volume, the Central Riverfront Urban Design Master Plan, dated April 2000.

5

### **Background**

Voters of Hamilton County passed an initiative in May 1996 which provided an increase in the sales tax of ½ percent to finance the construction of two sports stadiums—the Bengals and the Reds—and related infrastructure and parking. Hamilton County and the City of Cincinnati jointly funded a planning study to site the two stadiums. The planning process had three goals:

- 1 The construction of the two stadiums must be seen as an economic development project which will spin-off other private development.
- 2 The urban design quality of the Cincinnati Central Riverfront must be enhanced to reflect the historic importance of the riverfront as the front door to the City, including the reconnection of the Downtown to the Ohio River.
- 3 The public must be involved in the planning process.

Urban Design Associates (UDA) was selected as the lead consultant, with ZHA, Inc. (market study), Glatting Jackson Kercher Anglin Lopez Rinehart, Inc. (traffic and parking consultants), Eric Doepke Associates (landscape design), and Balke Engineers (civil engineering).

### **Steering Committee**

A Steering Committee made up of the County Commissioners, the Mayor, City Council, and County and City senior staff was formed to be the policy board for the planning process. The Steering Committee met on a monthly basis in public session for much of the time as the plan evolved.

### **Concept Plan**

**(October 1996 to April 1997)**

The Concept Plan was a highly concentrated planning process from October 1996 to April 1997. There were three phases:

#### *Phase I: Data and Analysis*

The team collected data on land use, transportation, zoning, historic resources, and development plans. An important task was to conduct interviews and focus group meetings with elected officials, team owners, downtown groups, resident groups, agencies, and citizens.

#### *Phase II: Alternatives*

This phase was centered around a week long design charrette in November 1996, in which the Urban Design Associates team set up a design studio at the Cincinnati Convention Center. Design principles, frameworks, and illustrative urban design plans were developed. The charrette culminated in a public presentation on 17 November 1996, attended by 300 citizens. Small group discussions that evening allowed for citizen input and feedback.

#### *Phase III: Final Concept Plan*

The Urban Design Associates team, using input from the Public Forum and from working sessions with the Steering Committee, prepared the Concept Plan for the Central Riverfront, including locations for the two stadiums and a framework plan for the development blocks between the stadiums.

### **Central Riverfront Master Plan**

**(May 1997 to March 2000)**

The development of the plan after the publication of the Concept Plan was dominated initially by the debate over the final location of the Reds Ballpark. The Concept Plan had shown three possible locations for the ballpark, two on the riverfront and one at Broadway Commons. The issue was finally resolved by a voter referendum in November 1998 in favor of a riverfront location.

During that debate period on the Reds Ballpark site from May 1997 to November 1998, significant work was done, however, on all other aspects of the plan, including the final site plan for Paul Brown Stadium, the street framework, underground parking, Fort Washington Way urban design and landscaping plan, Intermodal Transit Center, National Underground Railroad Freedom Center, light rail transit, the central private development blocks, and the riverfront park. Phasing plans and construction cost estimates for this complicated set of interrelated projects were also prepared.

From November 1997 to March 1998, a private developer was given designated status by the City to present an urban design and financing plan for the proposed private development blocks between the two stadiums. Urban Design Associates, the Steering Committee, and the City reviewed the proposal. Ultimately the development agreement was not renewed or extended by the City Council.

Once the voters decided the Reds Ballpark siting issue in November 1998, the Steering Committee determined that the private development between the stadiums required a more detailed and inclusive examination. In January 1999, the City and the County continued their unprecedented collaboration and formed a sixteen person Riverfront Advisors Commission, who were charged to "recommend mixed usage for the riverfront that guarantees public investment will create sustainable development on the site most valued by our community." Urban Design Associates was assigned to assist the Advisors with urban design analysis, studies, designs, and drawings. Economic Research Associates was hired to assist the Advisors with market analysis and financial pro formas.

The Advisors worked very intensely from February 1999 to September 1999, beginning with a series of community forums and interviews throughout the region, ultimately involving hundreds of citizens. The result of that enormous volunteer effort was The Banks, a remarkable consensus vision for the riverfront. The Advisors presented their plan to the Steering Committee at a public meeting on September 30, 1999, including an illustrated book and a multi-media presentation. The Banks Report is listed as an Appendix to this Master Plan.

The final phase of the Master Plan was to incorporate The Banks Plan into the Central Riverfront Plan, to update the plan with the most recent plans for the Reds Ballpark, Freedom Center, Fort Washington Way, parking, and riverfront park. A major new task was to develop urban design guidelines for the Central Riverfront which reflect The Banks Plan.

# Planning Process



# I Concept Plan

(October 1996 to April 1997)

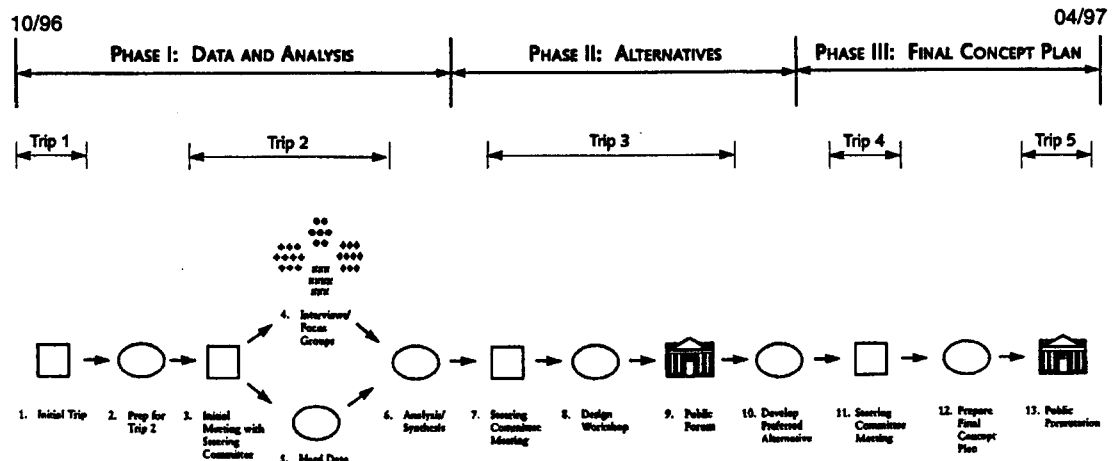
VOTERS OF HAMILTON COUNTY passed an initiative in May 1996 which provided an increase in the sales tax of ½ cent per dollar to finance the construction of two new sports stadiums for the Cincinnati Reds baseball team and the Cincinnati Bengals football team. Hamilton County and the City of Cincinnati jointly funded a planning study to site the two stadiums.

The Planning Process for the Hamilton County/Cincinnati Central Riverfront Urban Design and Stadium Plan was guided by three goals.

- 1 The construction of the two stadiums must be seen as an economic development project which will spin-off other private development.
- 2 The urban design quality of the Cincinnati Central Riverfront must be enhanced to reflect the historic importance of the riverfront as the front door to the City, including the reconnection of the Downtown to the Ohio River.
- 3 The public must be involved in the planning process.

The Plan was divided into two parts: The Concept Plan and the final Urban Design Master Plan. The Concept Plan was completed in four months and was organized around two major multi-day working trips to Cincinnati by the consultant team. A Steering Committee was formed, which included the President of the Board of County Commissioners, the Mayor, three City Council members, and key County and City staff, to direct the work of the consultants. The flow chart below shows the major steps of the Concept Plan, which had three phases, described on the following page.

Concept Plan  
Flow Chart



### **Phase I Data and Analysis**

In this phase, the first major working trip was in October 1996. The team collected data on land use, transportation, and program and interviewed numerous stockholders and stakeholders, including elected officials, team owners, downtown groups, neighborhood groups, agencies, and citizens.

### **Phase II Alternatives**

In this phase, the second major working trip occurred. The consultant team set up a design studio in the Cincinnati Convention Center for four days and developed urban design principles, frameworks, and illustrative schemes.

These were presented on November 14, 1996 at the Convention Center in a Public Forum attended by over 300 citizens. Small group meetings that evening also allowed for citizen input and feedback.

### **Phase III Final Concept Plan**

In this phase, the consultant team, using input from the Public Forum and from working sessions with the Steering Committee, prepared the Concept Plan for the central riverfront and the siting of the stadiums. Two open working meetings with the Steering Committee were held on December 19, 1996 and January 16, 1997.

10



## II Final Urban Design Master Plan

(May 1997 to March 2000)

SUBSEQUENT TO THE PUBLICATION of the Concept Plan in April 1997, the planning efforts of Urban Design Associates were concentrated in two categories:

- detailed urban design studies of the major riverfront projects and initiatives (Paul Brown Stadium, Reds Ballpark, Firststar Center, National Underground Railroad Freedom Center, street grid, Fort Washington Way, parking, transit, and the riverfront park)
- support of the Riverfront Advisors, a citizen group appointed by the City and County to prepare a development plan for the blocks of the central riverfront between the two stadiums.

The development of the plan after the publication of the Concept Plan was dominated initially by the debate over the final location of the Reds Ballpark. The Concept Plan had shown three possible locations for the ballpark, two on the riverfront and one at Broadway Commons. The issue was finally resolved by a voter referendum in November 1998 in favor of a riverfront location.

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beginning with a series of community forums and interviews throughout the region, ultimately involving hundreds of citizens. The result of that enormous volunteer effort was *The Banks*, a consensus vision for the riverfront. The Advisors presented their plan to the Steering Committee at a public meeting on September 30, 1999, including an illustrated book and a multi-media presentation. *The Banks* report is listed as an Appendix to this Master Plan.

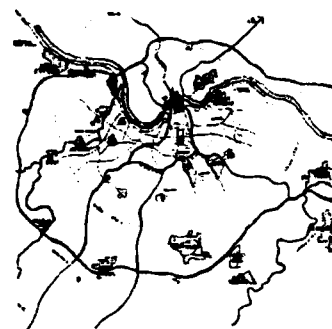
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Riverfront  
Advisors  
Commission





# Urban Design Analysis



# I Concept Plan Focus Groups

IN OCTOBER AND NOVEMBER 1996, UDA conducted 39 individual interviews and focus group meetings which involved over 150 citizens, including the three Hamilton County Commissioners, the Mayor of Cincinnati, three members of City Council, team owners of the Reds and Bengals, representatives of the Over-the-Rhine neighborhood, downtown business owners and business groups, riverfront property owners, state and local planning and transportation agencies, cultural and recreational groups, Northern Kentucky groups, and economic development agencies. 14

All individuals and groups were asked the same series of open-ended questions: What do you like best and least about downtown Cincinnati, the riverfront, and the Broadway Commons site?; What infrastructure improvements are needed?; What uses belong on the riverfront and at Broadway Commons?; and What should be avoided? A summary of the answers to these questions is in the separate Appendix. Following are some highlights of that summary:

Like best: downtown (Aronoff Center, clean and safe downtown, restaurants, and shopping); riverfront (eastern riverfront parks, beauty of the river, and festivals); Broadway Commons site (economic development potential, proximity to Main Street/Over-the-Rhine, and closeness to downtown). Like least: downtown (weak retail, not enough entertainment, parking supply, and isolation from the river); riverfront (Fort Washington Way, central riverfront, and poor access); Broadway Commons site (too far from hotels, surface parking lots, and adjacency to Over-the-Rhine).

What should be avoided: riverboat gambling; blocking views from and to downtown with large stadiums or buildings; and diluting the strength of downtown.

A few general themes ran through all the interviews and meetings: reconnect downtown to the riverfront; create a new riverfront park; and develop the riverfront right this time.

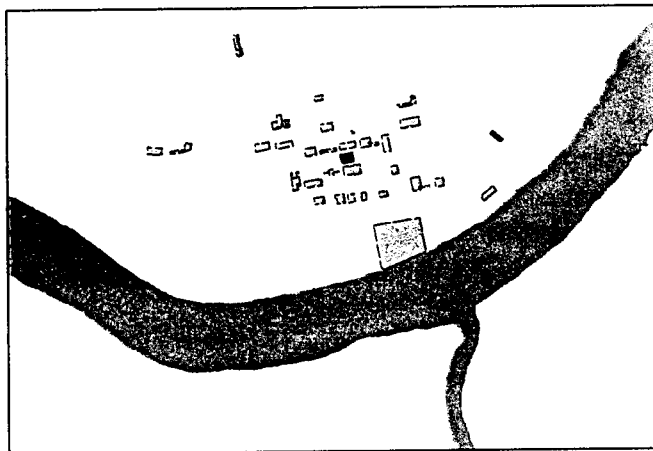
## II Urban Design X-Rays®

DURING THE CONCEPT PLAN PLANNING PROCESS, Urban Design Associates prepared a series of analysis drawings, called UDA X-Rays® focusing on downtown Cincinnati and the Northern Kentucky riverfront. The X-Rays extract layers of information from the typical existing land use plan. Each layer of information (streets, residential uses, open space, parking, etc.) reveals a historic pattern with both opportunities and constraints. These became important determinants of the design. On the page following are four typical examples of the X-Rays from the Concept Plan.

15

Portrait  
*Existing conditions plan  
Downtown Cincinnati  
(October 1996)*





16



**Top Left**  
*Streets and highways in downtown Cincinnati, Covington, and Newport*

**Top Right**  
*Parking areas*

**Bottom Left**  
*Commercial areas including retail, offices, and hotels.*

**Bottom Right**  
*Residential areas*

The streets X-Ray illustrates that the downtown Cincinnati street grid does not extend to the riverfront, unlike the Covington and Newport downtowns across the Ohio River. Fort Washington Way expressway (in red) presents an obvious barrier for pedestrians and cars to the riverfront. Note the absence of a street network on the Cincinnati riverfront.

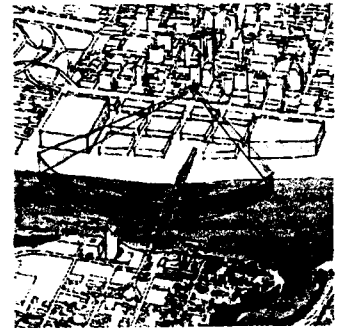
The parking X-Ray (surface lots in light gray and parking garages in dark gray) shows that the predominant land use on the riverfront in 1996 was parking. The concentration of parking

garages in the downtown represents a resource for the two new stadiums and riverfront festivals.

The commercial X-Ray illustrates how retail and office development completely stops at Fort Washington Way, which is in contrast to the busy working waterfront of merchants and businesses which existed on the waterfront at the turn of the century.

The residential X-Ray underscores the lack of residential development in the downtown in general, and particularly on the riverfront.

# Urban Design Principles

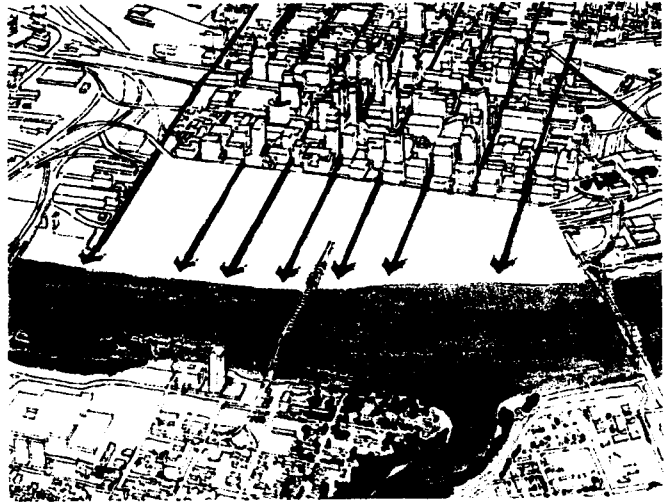


## 1 Streets

### *Re-establish the city grid to the river.*

The existing riverfront road system is a fragment of the historic downtown street grid. The original street network extended from Central Parkway on the northern edge of downtown to the Public Landing on the river. The heart of the city was thus connected to the river. The construction of Fort Washington Way in the 1950s effectively broke this link by severing virtually all of the north/south street connections. The waterfront was further isolated in the early 1970s by the erection of Cinergy Field and its parking decks.

In order to reconnect the City to its Ohio River address, north/south street connections to the River must be re-established. Central, Elm, Race, Vine, Main, and Walnut Streets should all be extended to the waterfront to complement the lone existing connection at Broadway. Pedestrian-friendly streetscapes must accompany the rebuilt streets to invite residents back to the water's edge. This principle of re-establishing the street grid will not only relink downtown to the waterfront, but will also remove one of the major obstacles to riverfront redevelopment.

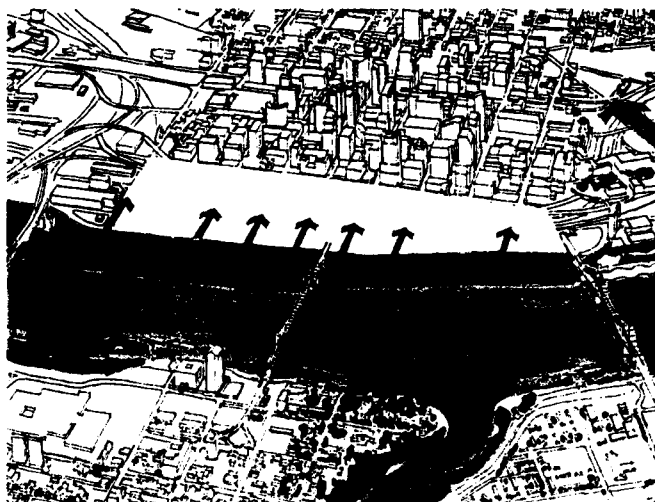


## 2 Parks and Open Space

*Transform existing isolated parks into a riverfront park system*

The existing parks to the east of the central riverfront form one of the world's most inviting riverfront greenspaces. Yeatman's Cove, Bicentennial Commons at Sawyer Point, and International Friendship Park each reflect the correct pattern of riverfront development, in which a park acts as a mediator between the City and the river. The only criticisms which can be made of these parks are that they are disconnected from downtown and neighborhood pedestrian networks and isolated from residential and commercial development.

Redevelopment of the area between the Clay Wade Bailey and Taylor Southgate Bridges will transform the isolated parks into a riverfront park system. Approximately 50 acres of parking lots and warehouses can be remade into a public open space as a new front door for downtown. Mehring Way will be reconfigured to create a defined northern edge to the park. Only by reclaiming the riverfront for public use will the City have an opportunity to establish the proper urban relationship at the river.

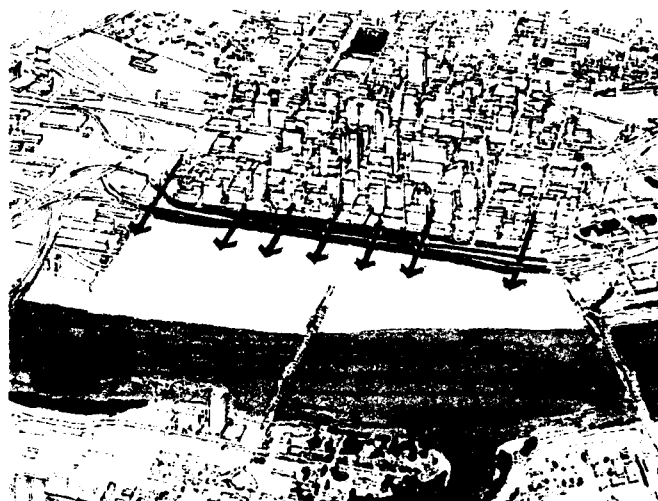


### 3 Highway Barriers

*Seize the opportunity to remove Fort Washington Way as a barrier to the riverfront*

Fort Washington Way was built at the height of interstate highway construction in the 1950s to connect I-75 to I-71 and to provide direct interstate access to downtown Cincinnati. Although the concept seemed correct at the time, the execution of the highway design resulted in a tangled system of ramps, bridges and intersections. It also had the unplanned effect of cutting off the physical and perceptual links between downtown and the riverfront.

An opportunity exists today to remove the elements of Fort Washington Way's design which make it a barrier to the riverfront. The proposed reconstruction is designed to facilitate below-grade east/west through movements and to restore the historic surface street pattern. Sidewalks and street trees will replace the existing maze of highway exits and unclaimed spaces and the highway corridor will be narrowed to be in scale with typical city blocks. Removing Fort Washington Way as a barrier is a key principal for the successful redevelopment of the central riverfront.



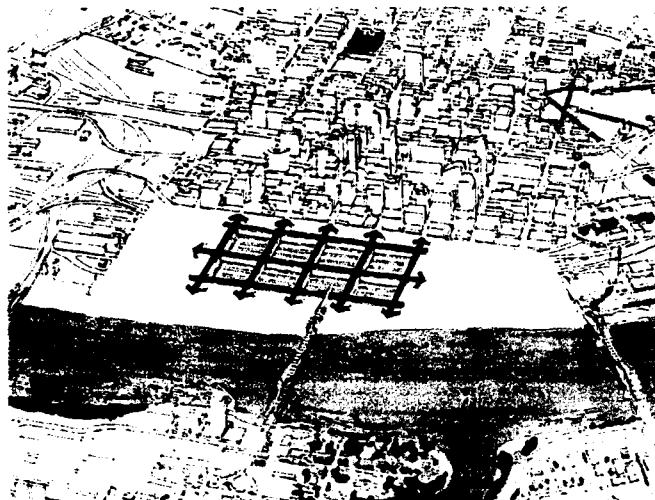


#### 4 Parking

*Create centrally-located,  
multipurpose parking*

A 1993 study of Cincinnati's downtown parking resources revealed that although the City has an abundance of parking spaces, many of them are located far from where they are most needed. Excess capacity at the perimeter of downtown currently offsets a severe shortage of parking in the Central Business District. The riverfront, with its over 8000 spaces, is a key part of this excess capacity and an essential resource.

To preserve the balanced parking supply, new structured parking must be built to serve both downtown office and stadium users. Since office workers will typically only walk a quarter of a mile or less, new structured spaces should be concentrated in the central riverfront and/or west of Broadway Commons. The creation of a new shared parking reservoir is the best insurance against downtown parking shortages and uneconomical remote garages.



## 5 Economic Development Sites

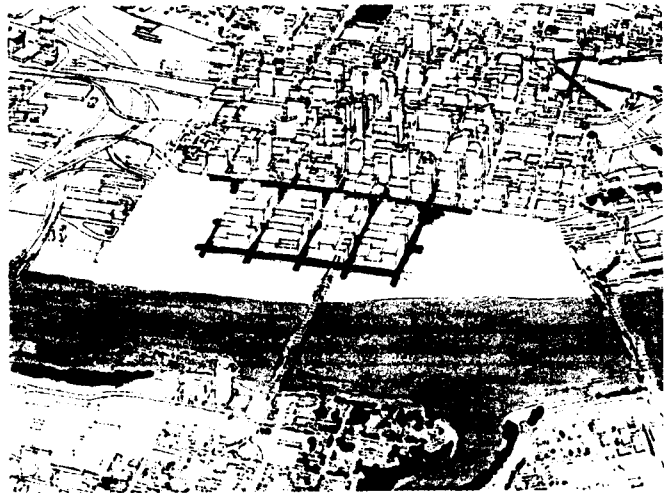
*Preserve sites which are linked to downtown, the stadiums, and parking for economic development*

The riverfront and Broadway Commons are the two likely sites for stadium and economic development. Within these two sites, the central riverfront between Elm and Walnut Streets and the western tip of Broadway Commons have the unique feature of being simultaneously linked to downtown, the riverfront, the stadium sites, and parking. This characteristic makes these two areas the best sites to preserve for future development opportunities.

Removing Fort Washington Way as a barrier to riverfront development is a critical supporting initiative for the riverfront strategy. Creating a multi-modal transit and parking facility in the Fort Washington Way corridor is also a key to attracting new investment.

Development on the Broadway Commons site will not only benefit from supporting uses, but will in turn fuel residential revitalization in the Over-the-Rhine neighborhood.

By preserving the central riverfront between Elm and Walnut Streets and the western tip of Broadway Commons for future economic development, Cincinnati will be establishing the foundation for the only opportunity to extend the downtown core.

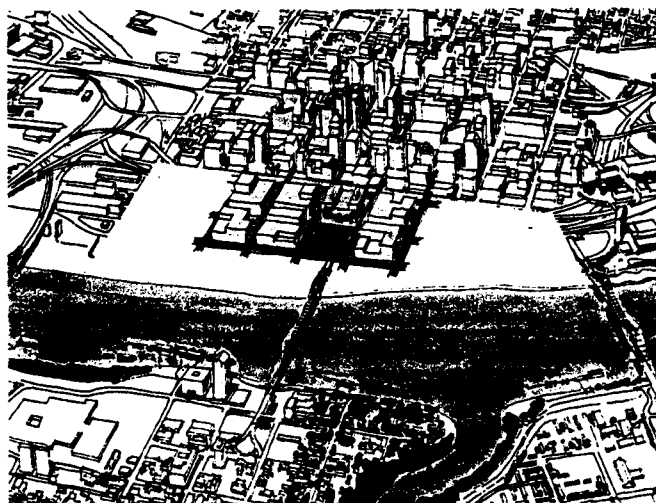


## 6 Attractions

*Link attractions to the downtown retail and office core*

A major goal of the public investment in the two sports stadiums is to strengthen downtown retail, entertainment, and cultural businesses and organizations. If cultural attractions, residential development, and/or commercial development are located on the central riverfront, they should be linked to the Fourth Street retail core, Fifth Street hotels, Fountain Square, and the Backstage cultural district.

The new riverfront attractions can be seen as a 'string of pearls,' a collection of valuable cultural assets. This 'string of pearls' runs from the riverfront, across the reconstructed Fort Washington Way, and into the downtown. Thus the developed riverfront becomes just one part of a vibrant and seamless downtown with a variety of uses, including stadiums, cultural attractions, retail, hotels, entertainment, housing, offices, and parks—a true 24-hour city.

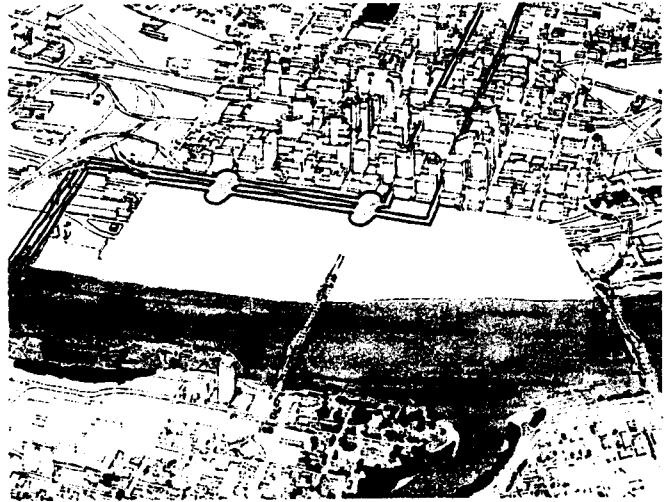


## 7 Public Transportation

*Construct an LRT or parking shuttle to link neighborhoods and parking with downtown Cincinnati and Kentucky*

A new light rail transit line to link the airport, Northern Kentucky, downtown Cincinnati, the University of Cincinnati, and northern neighborhoods has been in the conceptual planning stages for some time. The preferred alignment would include a new bridge parallel to the Clay Wade Bailey Bridge on the upriver side. An 'intermodal' hub below Second Street is planned as the line's key transfer point to bus and inter-urban rail networks.

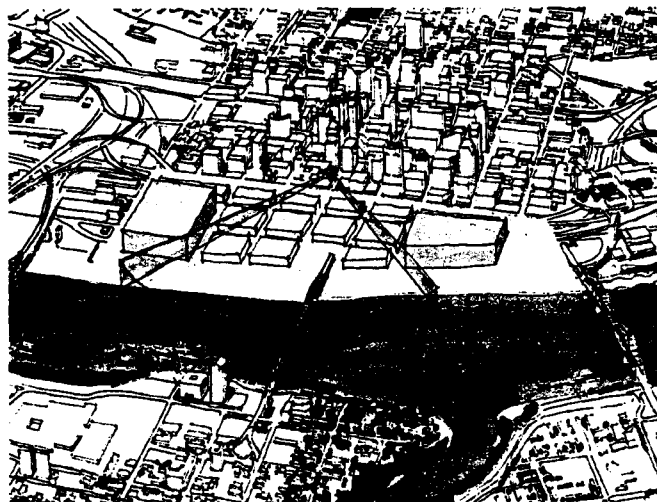
Although the region's transportation plan has many other important projects, the option of light rail (or an equivalent parking shuttle system) should be part of the revitalization of the Cincinnati riverfront. One key argument for the LRT is that it would link remote parking reservoirs with stadium and Central Business District parking needs, thereby reducing the requirement for new downtown structured parking spaces. Not only would the city have to build fewer parking garages, but additional land would remain available for future economic development.



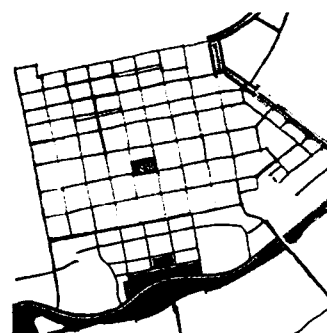
## 8 Scale of Development

*Preserve the view from downtown to the river and from the river to downtown*

Among Cincinnati's greatest assets are the views from the Central Business District to the Roebling Bridge and Ohio River, and from the Ohio River and the Kentucky riverfront back to downtown Cincinnati. Many citizens said that the City skyline as viewed from the south is Cincinnati's signature image. In order to preserve this asset, new buildings in the central riverfront should be scaled to support existing sight lines. Building heights should step down from Fort Washington Way to Mehring Way, with stadiums pushed as far to the east and west as possible. This approach will guarantee that the maximum number of existing and future downtown buildings will share the City's most prestigious riverfront address.



# Frameworks



## I Frameworks

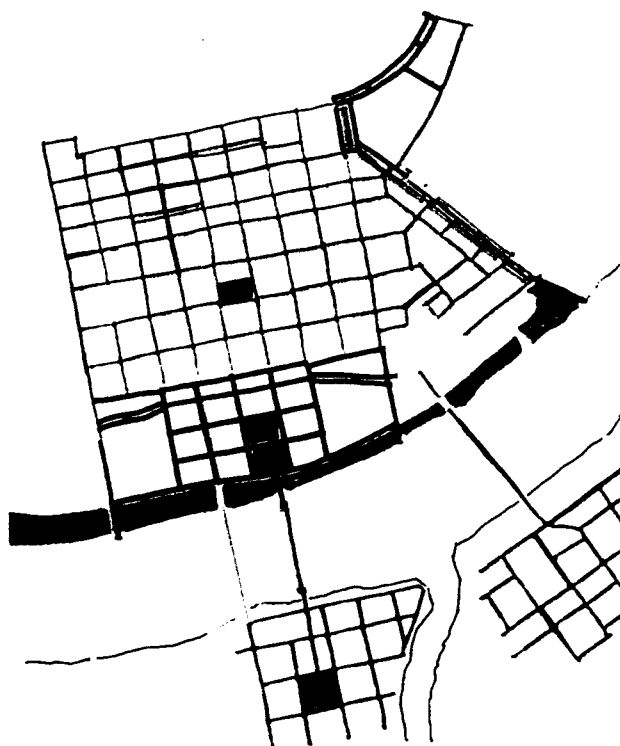
THE URBAN DESIGN ANALYSIS and the urban design principles were the basis for the development of alternative development frameworks for the central riverfront. The big puzzle pieces were clearly the two new stadiums. Much time was spent exploring the potential sites for the stadiums in relationship to the extended street grid of downtown and the development of a major riverfront park.

27

The first step in the Concept Plan was to devise an ideal framework (shown below) which would best exemplify the urban design principles. The major elements include four blocks of the city grid extended to the river, stadium sites at the east and west ends of the riverfront, a narrowed Fort Washington Way, a landing park for the Roebling Bridge, and a riverfront park.

An alternate stadium location was also shown at Broadway Commons to the northeast of downtown. A non-baseball urban design plan for mixed-use development was developed by the owner of the Broadway Commons site, which is illustrated in the Appendix.

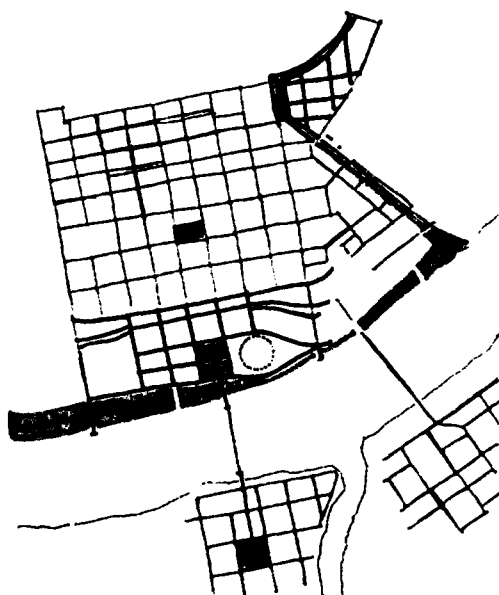
*Ideal Framework Plan*



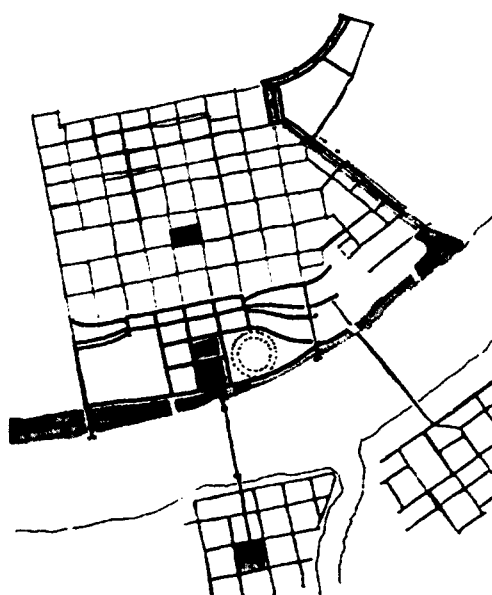
Four alternate schemes were studied in the Concept Plan, primarily to investigate stadium sites closer to the Roebling Bridge, including the possible re-use of a reconfigured Cinergy Field for baseball. Each of the four schemes progressively

reduced the number of street grid connections to the riverfront. These studies were instrumental in understanding the effect of stadium locations on private development potential for the central riverfront.

Top Left  
*Alternative Framework  
Plan 1*



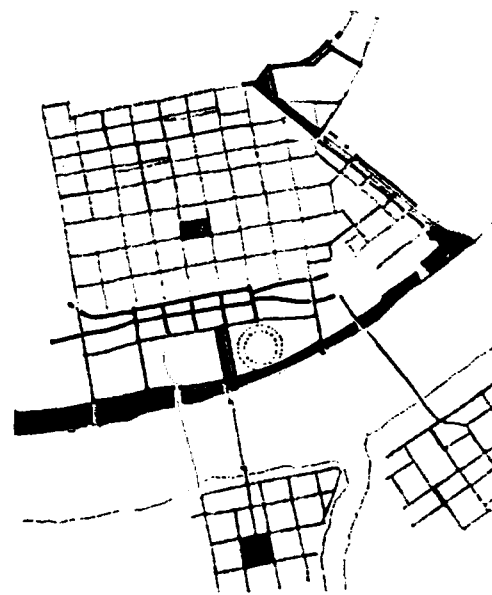
Top Right  
*Alternative Framework  
Plan 2*



Bottom Left  
*Alternative Framework  
Plan 3*



Bottom Right  
*Alternative Framework  
Plan 4*



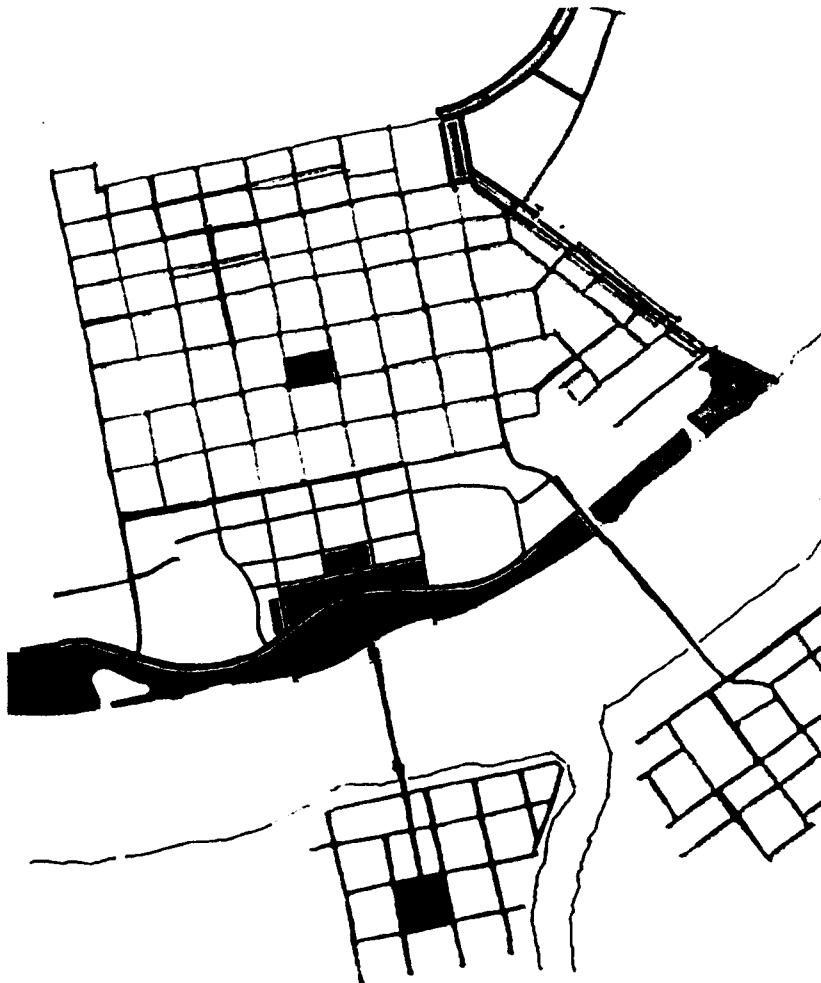


The selected framework for the Urban Design Master Plan shown on this page comes very close to the ideal framework with three exceptions: Elm Street is realigned to the east to accommodate Paul Brown Stadium and its plaza; Mehring Way is located further

north, both to provide a larger area for the riverfront park and to pass under the Roebling Bridge north of the bridge piers; and Vine Street and Walnut Street do not connect with Mehring Way, stopping at Theodore M. Berry Way instead.

29

Selected  
Framework



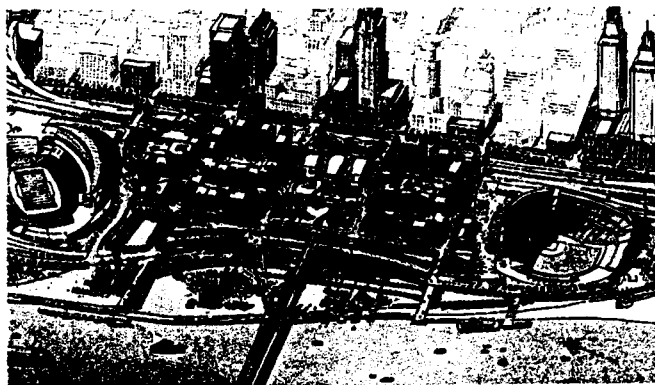
# Development Program



## I Development Program

When the Concept Plan was produced in 1997, the development program for the central riverfront included a 45,000-seat Reds Ballpark, a 65,000-seat Bengals Stadium, an aquarium, an I-Max Theater and Planetarium, the National Underground Railroad Freedom Center, a Reds Hall of Fame, and an urban entertainment district (UED) of 360,000 sq. ft., including a 24-screen cineplex, 62,000 sq. ft. of retail, 110,000 sq. ft. of entertainment, and 85,000 sq. ft. of restaurants and nightclubs. It was anticipated by the market sub-consultant, ZHA, Inc., that 10,900,000 people would visit annually (2,500,000 for baseball; 800,000 for football and stadium events; 2,700,000 for the Freedom Center, Aquarium, I-Max/Planetarium, and Reds Hall of Fame; and 4,900,000 for the urban entertainment district).

The Riverfront Advisors plan for the central riverfront included a new market study by Economics Research Associates as well as seasoned input from the Advisors themselves and from the Cincinnati development and real estate community. Some program elements, such as the aquarium and I-Max theater, had moved to Newport and were no longer possible in the project. Also, the public process that the Advisors conducted indicated a very clear preference for housing and Cincinnati-based retail rather than an urban entertainment district on the central riverfront.



The Banks development program includes a mix of uses to create a diverse, 24-hour, seven-day-a-week pedestrian-friendly urban neighborhood. It includes the major anchor visitor attractions: Paul Brown Stadium (66,000 seats); National Underground Railroad Freedom Center (150,000 sq.ft.); Reds Ballpark (42,500 seats); Firststar Center; and the 70-acre riverfront park. New private development includes residential apartments with supporting retail, boutique-type office space, and a small hotel. The private development program is discussed in block by block detail later in this report (Urban Design Guidelines for The Banks). In summary however, the recommended private development program includes:

**Residential**

600 to 800 units

**Retail and Entertainment**

250,000 to 300,000 sq. ft.

**Office**

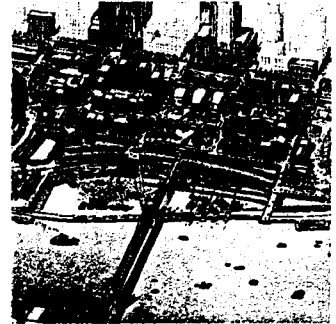
100,000 to 200,000 sq. ft.

**Hotel**

200 to 400 rooms

The Riverfront Advisors also looked at the development spin-off potential for the blocks north of the riverfront between Third Street and Fourth Street. They have estimated that demand and sites for additional private development exist for: 300 to 500 housing units; 150,000 to 250,000 sq. ft. of retail and entertainment, and 1,000,000 to 2,000,000 sq. ft. of office.

# Urban Design Master Plan



# I Urban Design Master Plan

THE CINCINNATI CENTRAL RIVERFRONT Urban Design Master Plan is the result of a public participation planning process begun in October 1996. Hamilton County and the City of Cincinnati engaged Urban Design Associates to prepare a plan to give direction in two public policy areas:

34

- to site the two new stadiums for the Reds and the Bengals
- to develop an overall urban design framework for the development of the central riverfront which would capitalize on the major public investment in the stadiums and parking

A Riverfront Steering Committee made up of City and County elected officials and staff was formed as a joint policy board for the Central Riverfront Plan. Focus groups, interviews, and public meetings were held throughout the planning process.

A Concept Plan was published in April 1997 which identified three possible scenarios for the siting of the stadiums and the development of the riverfront. The preparation of a final Master Plan was delayed due to a 1998 public referendum on the siting of the Reds Ballpark.

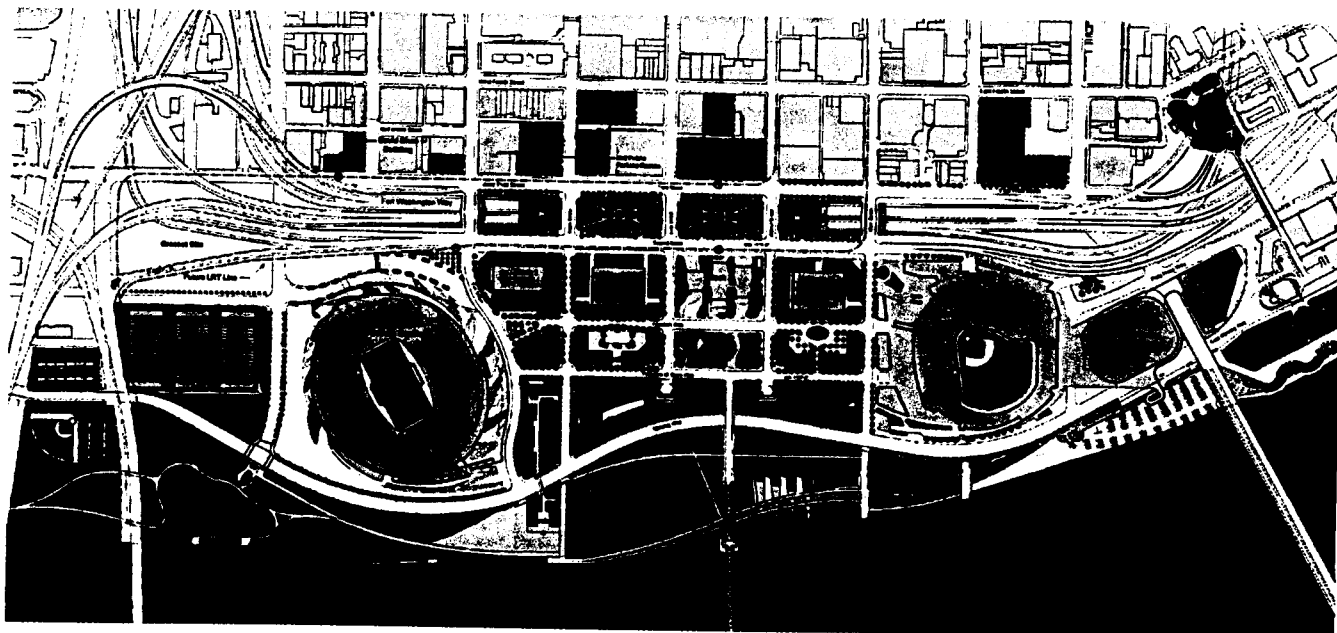
Once the decision on the Reds Ballpark was made by the voters in favor of a riverfront site, Hamilton County and the City of Cincinnati in February 1999 appointed sixteen prominent citizens to the Riverfront Advisors Commission who were charged to "recommend mixed usage for the Riverfront that guarantees public investment will create sustainable development on the site most valued by our community." The result of that effort was *The Banks*, a September 1999 report from the Advisors which contained recommendations on land use, parking, finance, phasing, and developer selection for the Central Riverfront.

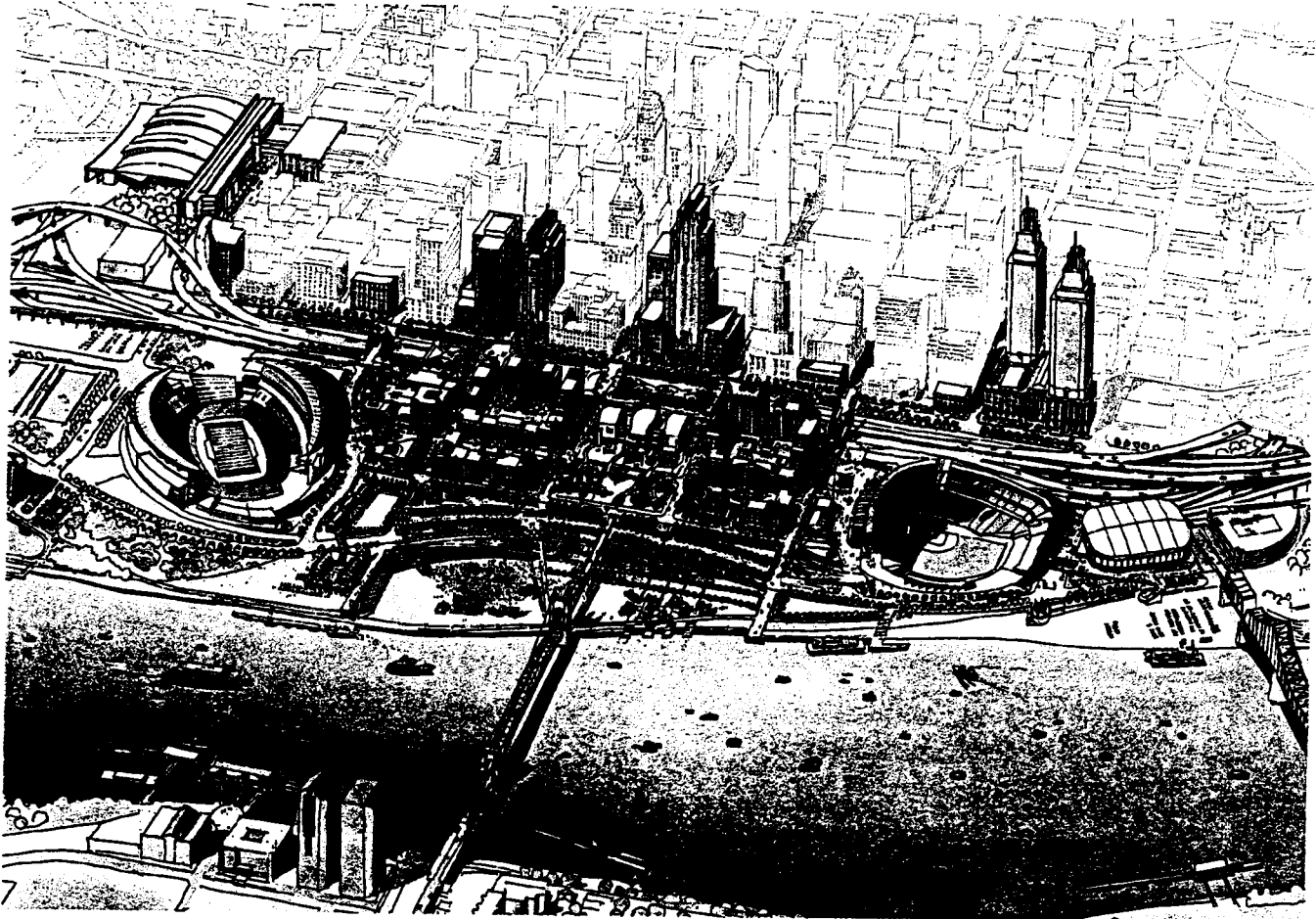
The final plan for the Central Riverfront has the following major elements:

- 1 Four anchor attractions (three new: Paul Brown Stadium, Reds Ballpark, and the National Underground Railroad Freedom Center; and one existing: Firststar Center).
- 2 Parking for approximately 6000 cars to serve commuters, sports fans, and festival attendees.
- 3 The Banks, a vibrant mixed use district with: 900 to 1300 housing units; 400,000 to 500,000 sq. ft. of retail and entertainment; and a hotel of 200 to 400 rooms.
- 4 A new, 70-acre riverfront park as a signature front door for the City and as a location for major festivals.
- 5 A narrowed, redesigned, and partially decked Fort Washington Way, the sunken interstate highway which runs east-west through the City between Downtown and the riverfront.
- 6 An intermodal transportation center below grade on the south side of Fort Washington Way for buses, service, future on-grade light rail, and future commuter rail.
- 7 A redeveloped Third Street with new commercial office buildings and supporting retail and parking.
- 8 A potential mixed-use development and marina south of Mehring Way and west of Paul Brown Stadium.

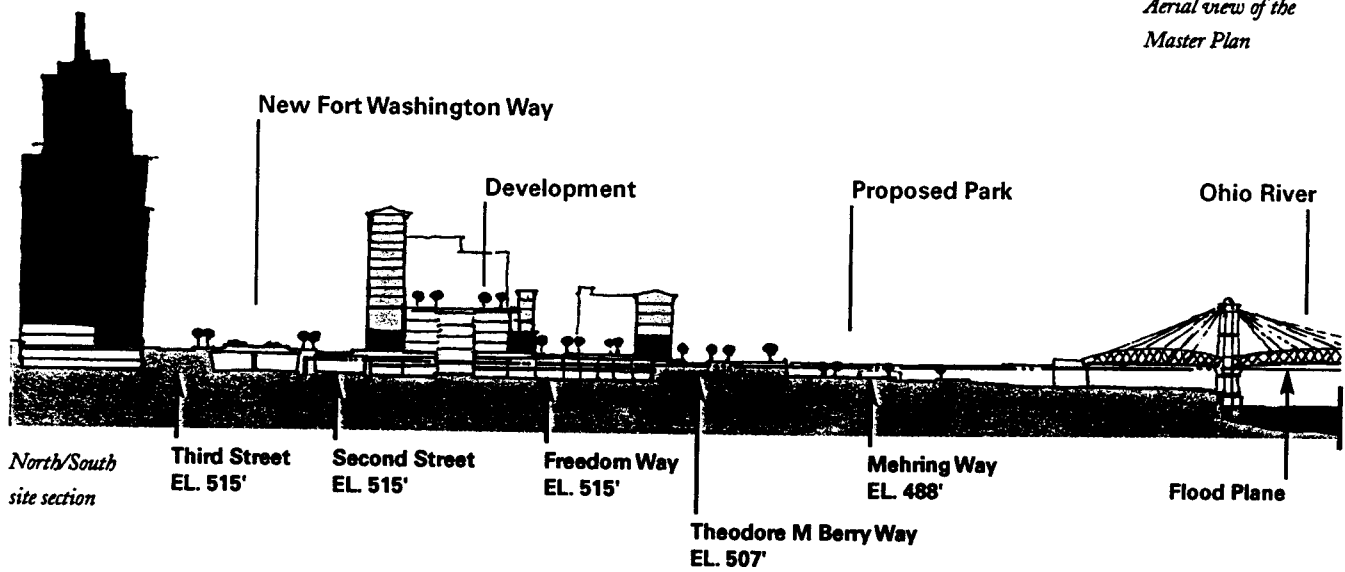
In the pages which follow, the urban design aspects of several of these major elements will be described in more detail. In addition, separate documents are available which go into even more detail for each of the projects. These documents are listed in the Appendix chapter at the end of this report.

Below  
*Overall Master Plan*





*Aerial view of the  
Master Plan*





## II Urban Design Initiatives

THE ELEMENTS OF THE Urban Design Master Plan were developed in an integrated interactive design process in which overlapping and often competing ideas were accommodated in the final plan. However, in the following pages, each of these now complementary major elements will be described separately to illustrate its unique aspects. The initiatives will be presented in the following order: 37

### **Infrastructure**

- Street grid
- Fort Washington Way
- Intermodal Transit Center
- Light rail transit
- Parking

### **Development**

- Paul Brown Stadium
- Reds Ballpark
- National Underground Freedom Center
- Firststar Center
- Riverfront Park
- The Banks
- Third Street Development

### Street Grid

The street grid provides the basic framework for development of the new central riverfront. In the urban design guidelines section later in this report, the street grid is described in greater detail. However, the essence of the new street grid is a continuation of the downtown Cincinnati street grid to the riverfront.

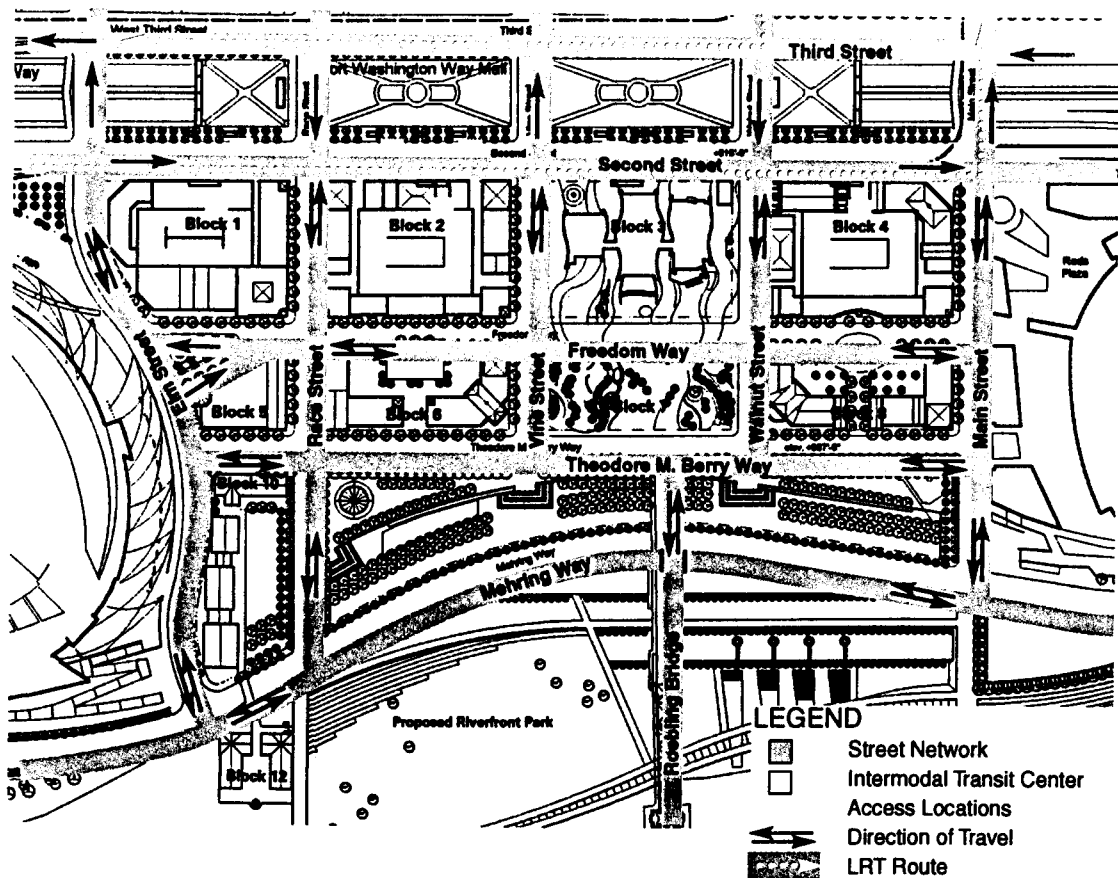
Elm Street, Race Street, and Main Street are extended south from Third Street across Fort Washington Way to Mehring Way. Vine Street and Walnut Street are extended south as far as Theodore M. Berry Way. A new east/west street, to be known as Freedom Way, is located between Second Street and Theodore M. Berry Way. In order to achieve this grid (and also provide the

underground parking on the riverfront) the new streets are on structure between Second Street and Freedom Way at the elevation of Second Street. Between Freedom Way and Theodore M. Berry Way the streets slope down to meet grade, which is on fill at that point.

The Roebling Bridge entrance to Cincinnati from Kentucky is a newly configured T-intersection which will permit free flow right turns off the bridge to prevent back-ups on the bridge central suspension span.

South of Second Street all streets will be two way, four lanes wide, with on-street parking permitted during non-peak and non-event hours.

*Plan showing direction of travel, transit routes and intermodal transit center access locations.*



### Fort Washington Way

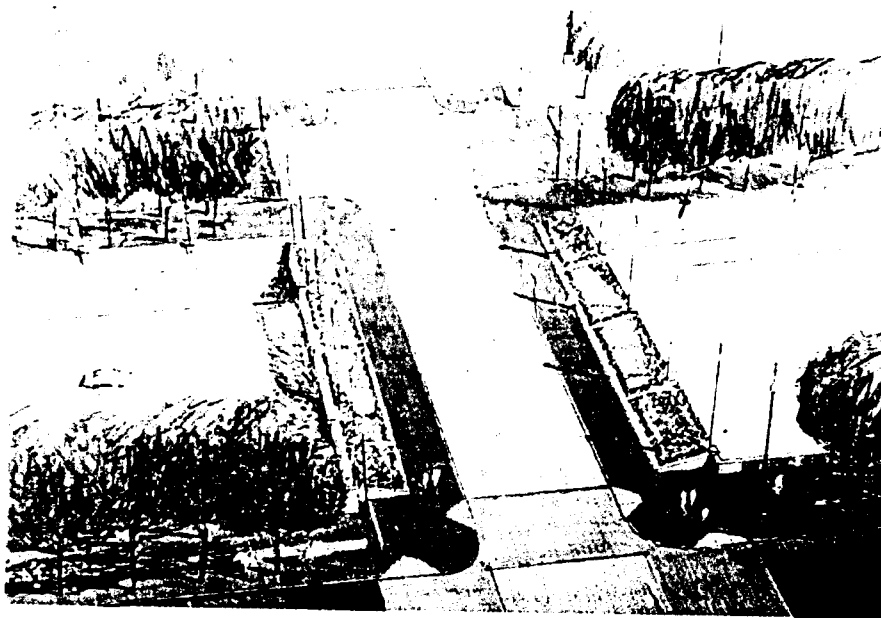
Fort Washington Way is a major highway reconstruction project that will improve access to downtown Cincinnati from the interstate system and reconnect the north/south city street network to the riverfront. The reconstruction will create safer traveling conditions for both motorists and pedestrians. Access to the city from the interstate network will be simplified with the use of Second Street and Third Street as collector distributors

to feed traffic to the city street grid. Attractive bridges, generous sidewalks and conventional street crossings will accommodate pedestrians as they move between the CBD and the riverfront.

Additional structural piles were driven to support the future decking of up to three blocks of Fort Washington Way between Elm Street and Main Street to create park areas.

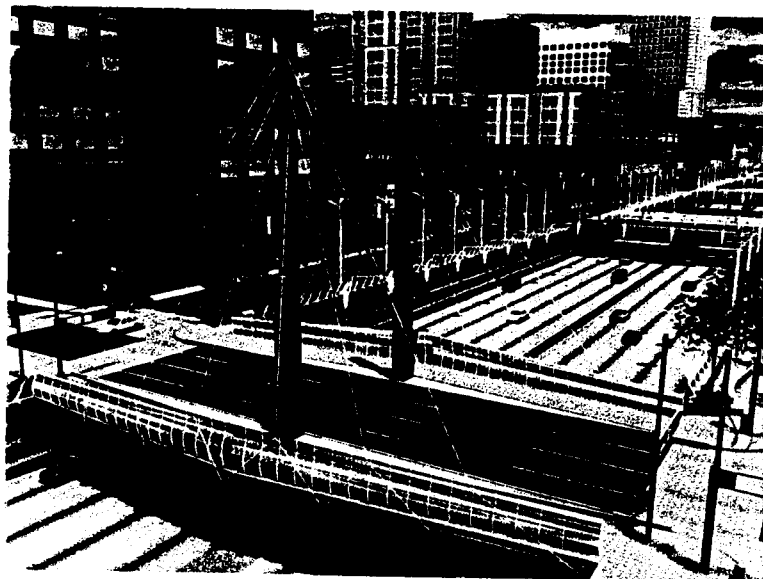
*Plan of proposed  
Fort Washington Way  
showing future  
landscaped decks*





Above  
*Aerial view of  
Vine Street bridge*

Below  
*Aerial view of  
Elm Street bridge*



*Fort Washington Way illustrations this page courtesy Chan Kreiger & Associates and  
Parsons Brinckerhoff, Inc.*

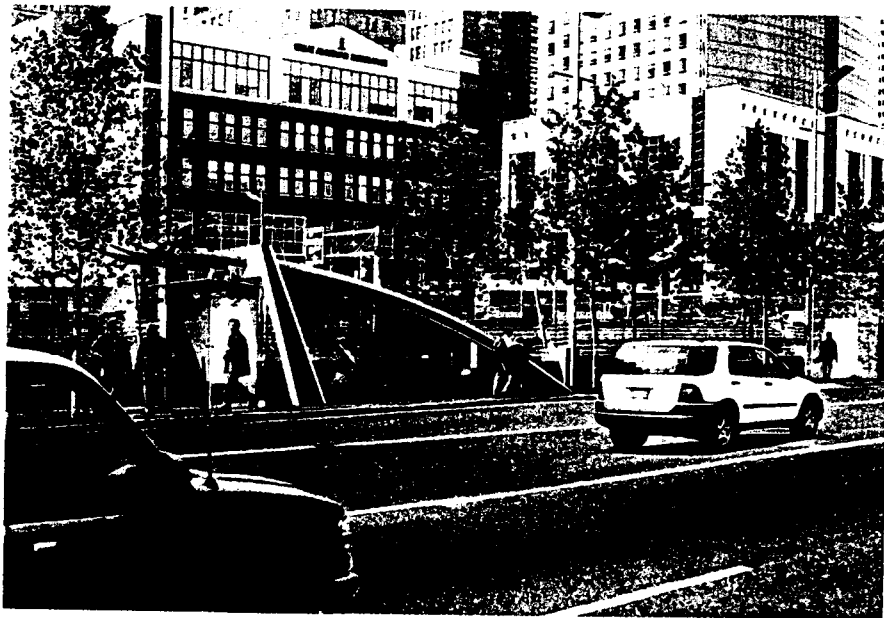
### **Intermodal Transit Center**

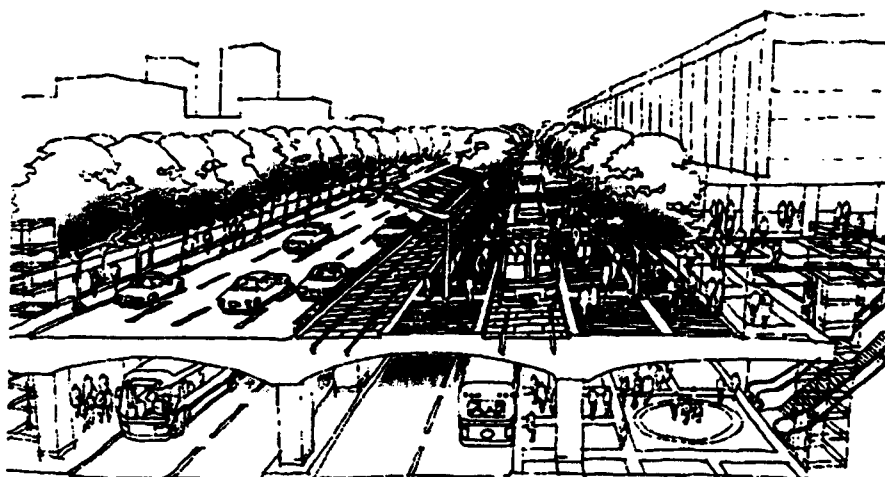
Fort Washington Way is designed with an intermodal transit center below newly constructed Second Street to accommodate increased bus service, special event buses, and potential commuter rail service. This intermodal facility is strategically located close to major public venues, public parking facilities and new riverfront development. Transit access to

the facility will be provided from Central Avenue and Broadway. Pedestrian access to the facility will be accommodated from numerous street level entry points along Second Street. Future on-grade light rail transit on Second and Third Streets will also interface with this facility.

41

*Eye-level view of  
Transit Center portal*





Above  
*Cross-section of  
Second Street and the  
Intermodal  
Transit Center*

Below  
*Eye-level view inside  
the Transit Center*

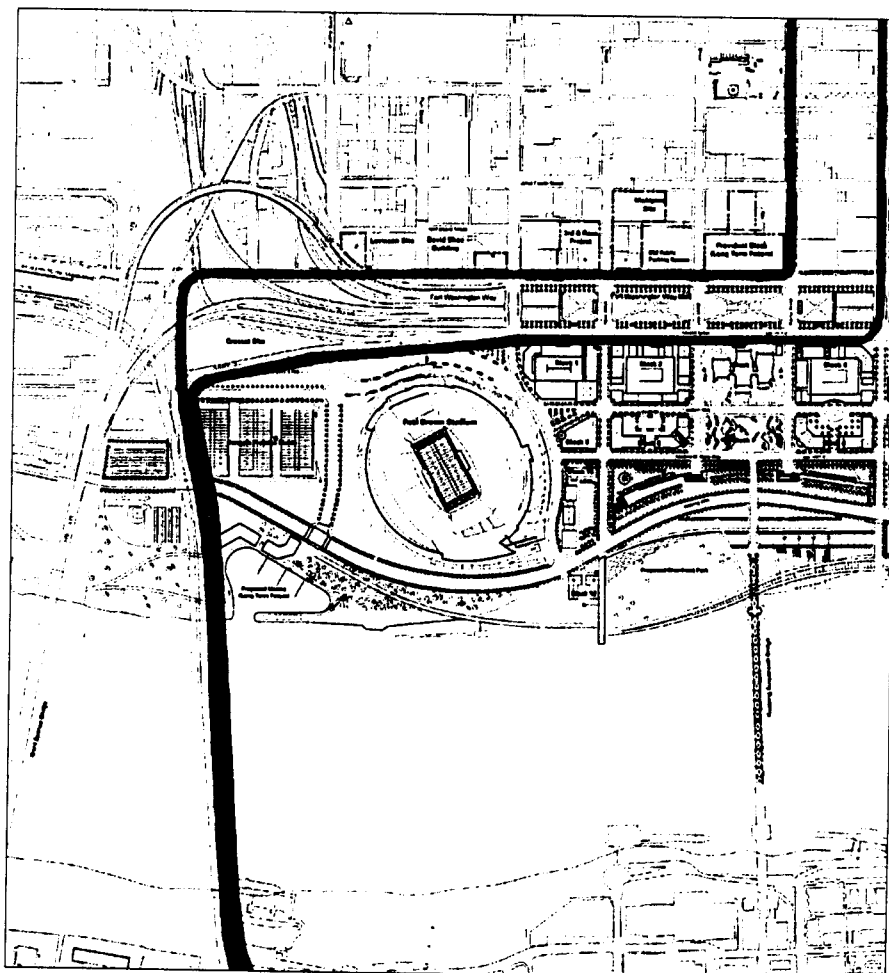
*Intermodal Transit Center illustrations courtesy  
Wallace, Floyd, Associates, Inc. and Parsons Brinckerhoff, Inc.*

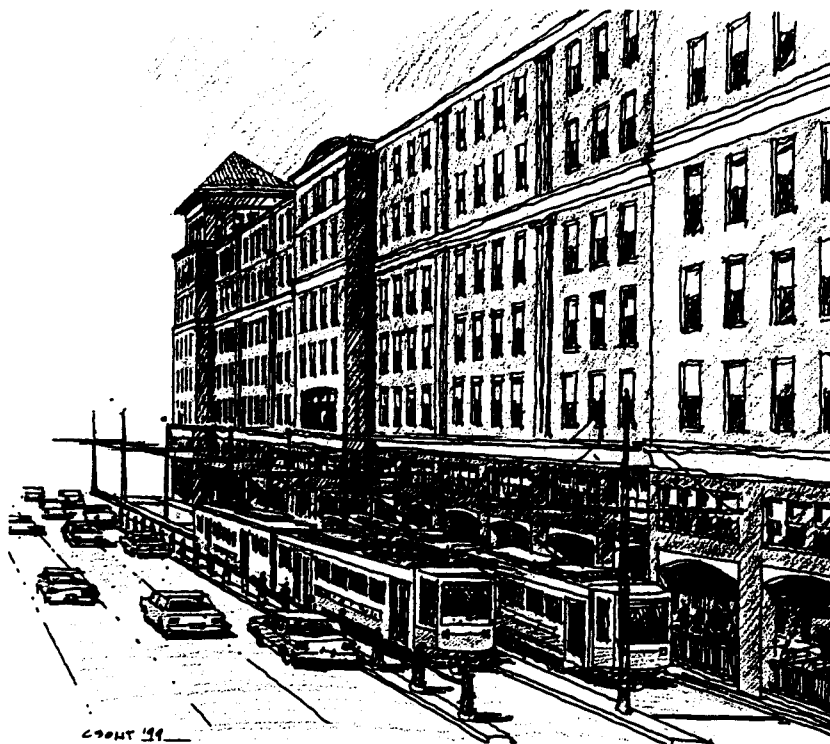
### Light Rail Transit

A light rail transit (LRT) system in the I-71 corridor is being planned between Cincinnati/Northern Kentucky International Airport in the south and Blue Ash to the north. The alignment will pass through the Fort Washington Way corridor to provide light rail access to the stadiums and river front attractions. The alignment will run north on Main Street and south along Walnut Street to serve the downtown. The preferred alignment

in the Fort Washington Way corridor is eastbound along Second Street and westbound along Third Street. This alignment is less intrusive than pairing the track on the southern curb of Second Street and will allow the light rail vehicles to operate in the streets with the flow of traffic. LRT in the preferred alignment will add value to new development sites in the central riverfront and north of Third Street.

*Plan of the preferred  
LRT alignment*





Above  
*Second Street looking east illustrating both LRT tracks south of Second Street*

Below  
*Second street looking east illustrating the preferred alternative: eastbound LRT tracks on Second Street*





### Parking

New parking for the central riverfront will total approximately 13,000 spaces shown on the diagram below.

### Central Riverfront

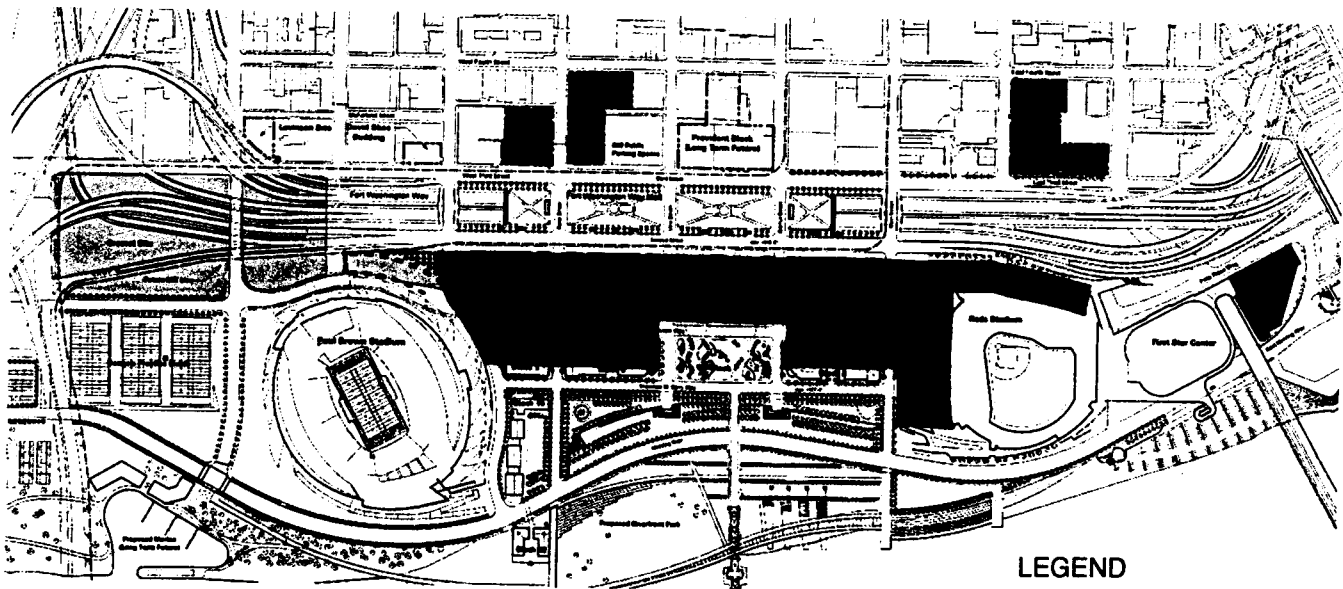
(Between Elm and Main, south of Second and north of Theodore M. Berry Way)

- 4530 spaces in an underground garage
- 460 spaces under Paul Brown Stadium
- 1300 spaces in three mid-block above ground garages
- 900 on-street parking spaces (all streets south of Second between the stadium and ballpark)

### Other locations

- 1200 net new spaces in an above-ground garage east of Firststar Center
- 3500 spaces in above-ground garages along Third Street
- 1400 surface lots north and west of Paul Brown Stadium

Other than the 1300 spaces in the three mid-block above ground garages, which will be dedicated to residents of the new apartments, all the other spaces will be shared with week-day commuters, event attendees, and shoppers.



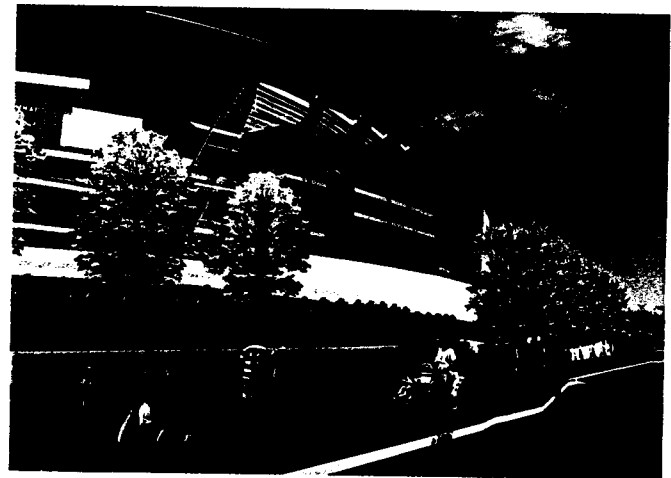
Plan diagram courtesy THP Ltd.

### LEGEND

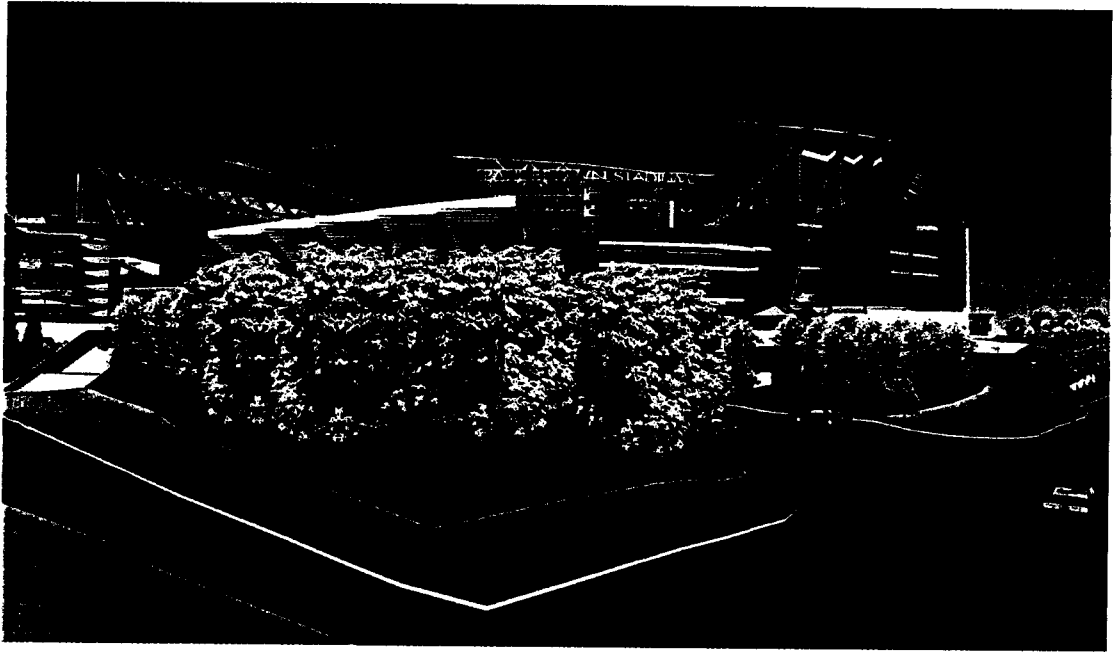
- Below Ground Garage
- ▤ Above Ground Garage
- ▨ Surface Parking

### **Paul Brown Stadium**

Paul Brown Stadium will anchor the western end of the central riverfront as the new home for the Cincinnati Bengals. Located between Central and Elm, Second and Mehring, the dramatic new stadium will be a prominent feature of Cincinnati's riverfront. The stadium is well situated to provide excellent access for motorists and pedestrians and is adjacent to the new Intermodal Transit Center and future LRT stations. The stadium is located to take advantage of numerous nearby parking facilities in the downtown and will be adjacent to the new 5000-car, below-grade parking garage in the riverfront. Street access will provide many approaches for fans on all sides of the facility. The Elm Street entrance will face a public square at Freedom Way. Fans will enjoy easy access into the new riverfront district for restaurants and entertainment. The riverfront park will accommodate pre and post game activities. The open ends of the stadium will provide great view corridors of the river and the downtown skyline.



**Above & Below**  
*Eye-level views of*  
*Paul Brown Stadium*

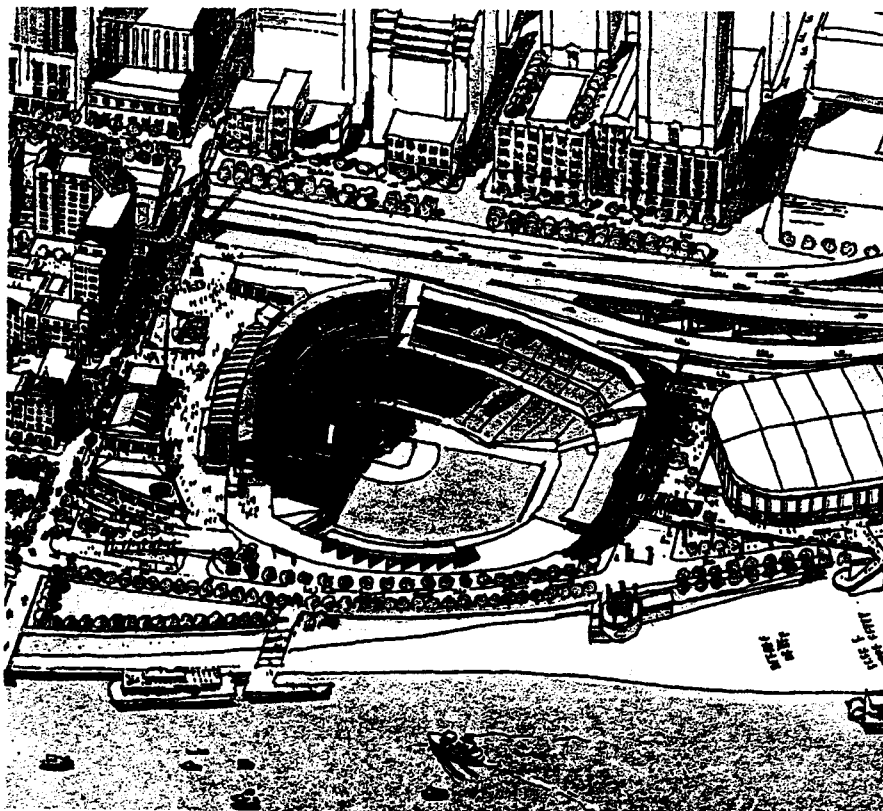


*Aerial view of  
Paul Brown Stadium*

### Cincinnati Reds Ballpark

The new Reds Ballpark will anchor the eastern end of the central riverfront and will be located between Main and Broadway, Second and Mehring. The ballpark is well situated to provide excellent access for motorists and fans to take advantage of numerous nearby parking facilities in the downtown. The ballpark design will incorporate below grade parking as part of the new 5000-car, below-grade parking garage beneath the adjacent riverfront development blocks. Street access will provide many approaches for fans on all sides of the facility. The Main Street address will

feature a generous public plaza for game time assembly and portions of the plaza will be open on non-game days. Pedestrian access is accommodated around the whole facility with new walkways to link the central riverfront blocks and parking facilities to the Firststar Center. The ballpark entrance on Broadway will also provide direct access to the Firststar Center and upper level walkways will link both venues to the new East Parking Garage. The seating bowl of the ballpark will be oriented southeast to capture views of the Ohio River and Northern Kentucky.

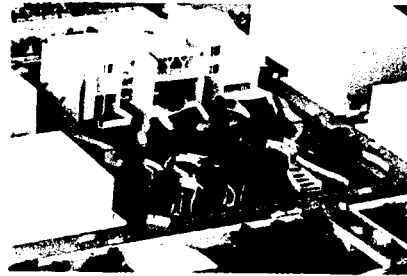


*Aerial view of the  
Reds Ballpark*

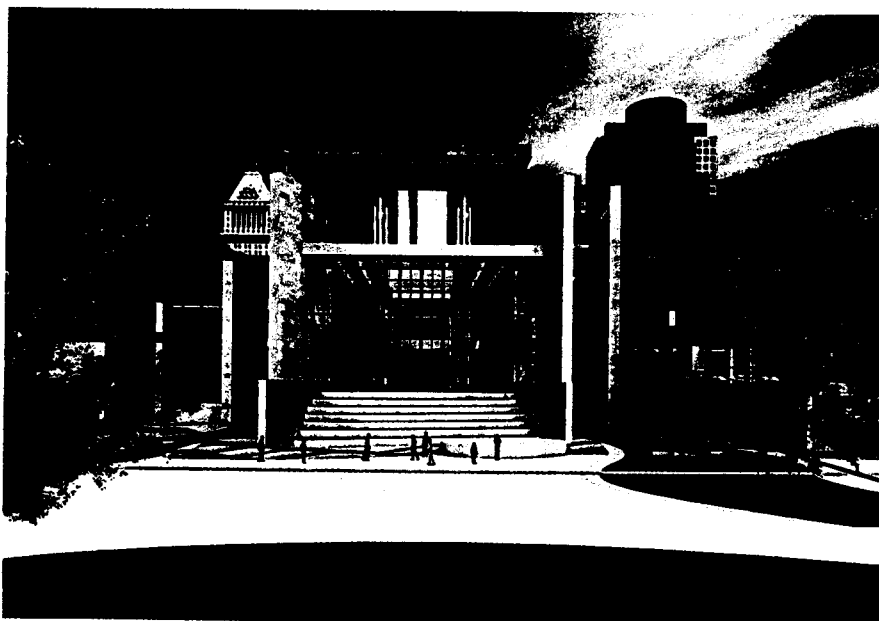
### **National Underground Railroad Freedom Center**

Located in the center of Cincinnati's riverfront at the head of the Roebling Bridge, the National Underground Railroad Freedom Center is a national educational center that will commemorate the historic efforts of the underground railroad and raise the awareness of the ongoing struggle for freedom among people around the world.

The 170,000 sq.ft. facility will include exhibition galleries, an auditorium, welcome center and cafe and extensive support areas. Underground parking for approximately 800 cars will be provided on two levels and building service access will be provided below street level. A public park at the head of



the bridge will be an integral component of the Freedom Center and will serve as a major public space which other development blocks will face. The National Underground Railroad Freedom Center and the park are conceived as events along a path and can with temporary closure to Freedom Way, be joined as one large block for special events.



**Above**  
*View of the  
NURFC model*

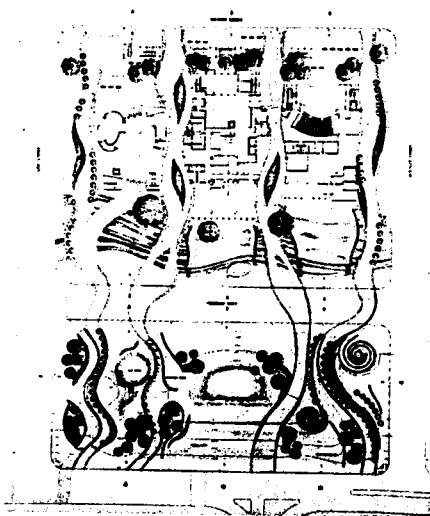
**Left**  
*Aerial view of the  
NURFC looking north*



Above  
*Plan view of  
the NURFC*

Below Left  
*NURFC site plan*

Below Right  
*Eye-level view of  
the NURFC  
looking northeast*



### **Firststar Center**

Firststar Center, as an important existing year round important anchor attraction, will be impacted both by the construction of the Reds Ballpark and the new parking configuration. The design of the Reds Ballpark creates new pedestrian access points from the east at the elevated plaza level of Firststar Center. In addition, a new stair and elevator structure at Broadway and Pete Rose Way will serve both the Reds Ballpark and Firststar Center. A 1200-car parking garage will be built east of Firststar Center and will be connected by pedestrian bridge directly to the plaza level of Firststar Center. Other new parking facilities within one or two blocks of Firststar Center will be the 1200-car garage at Third and Broadway and the 5000 spaces in the central riverfront underground garage. A new staging area for event trucks (and circus animals) will be located across Pete Rose Way and under the new Fort Washington Way ramps.



*Aerial view of  
Firststar Center*

### Riverfront Park

A centerpiece of the central riverfront redevelopment will be a large new park stretching from Paul Brown Stadium to Yeatman's Cove. The riverfront park will create a grand civic space or great lawn, acknowledging the Roebling Bridge as the gateway to Cincinnati. The park will provide access to the river with direct view corridors, pedestrian walks and street connections in a variety of settings. The park is designed to accommodate festivals and events in a series of terraces and lawns. Mehring Way, designed as a graceful parkway will provide important east/west access but may also be closed for major festivities. The park will also include an interactive fountain, carousel and playground, continuous bike path, and a cobbled Wharf



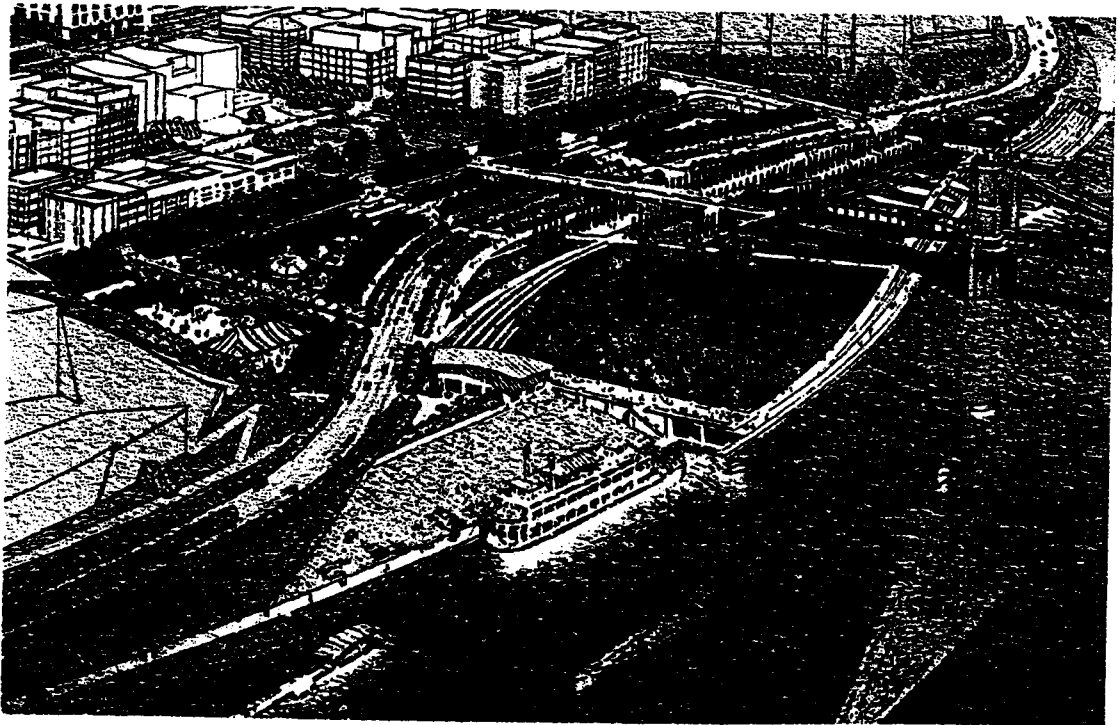
52

west of Race. A pier and boardwalk at Race Street will draw visitors from the city to riverside restaurants and shopping.

The riverfront park and new street grid will connect to the regional trail network and will support and accommodate recreational and commuter cyclists.

Above  
*Eye-level view in  
the park*

Right  
*Aerial view of an early  
concept for the park*



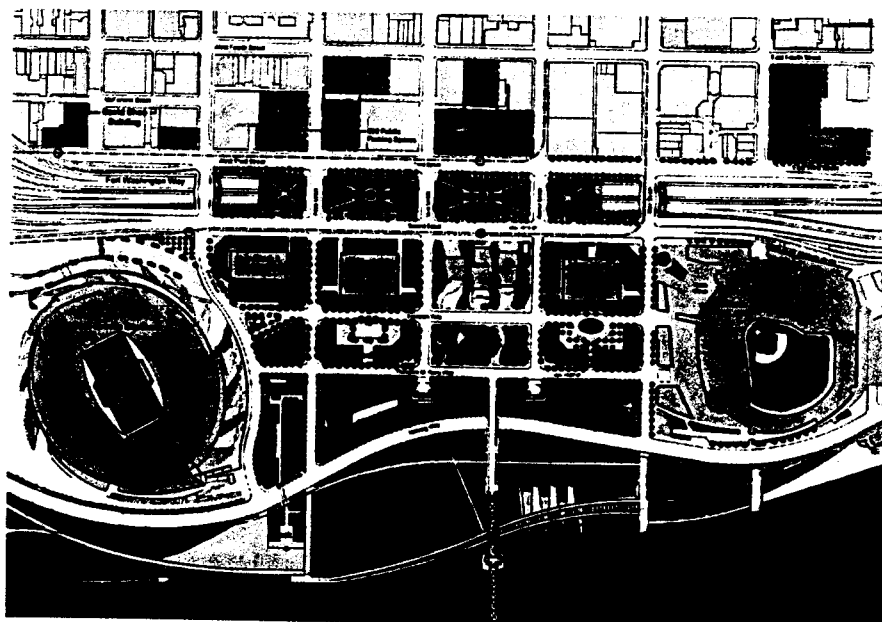




### The Banks

The urban design and development program for The Banks, the private development blocks between the stadiums, were completed under the guidance of the Riverfront Advisors in 1999. This process and the program are discussed earlier in this report (*Planning Process and Development Program*). A block-by-block description of the Banks plan and urban design guidelines for The Banks are in the last section of this Master Plan (*Urban Design Guidelines for The Banks*). The plan for The Banks built upon the April 1997 Concept Plan. Below is a summary of the recommendations of the Riverfront Advisors Commission:

- 1 The Banks should create a 24-hour, seven-day-a-week, diverse, pedestrian-friendly urban neighborhood.
- 2 The Banks should fully integrate Central Riverfront and Third Street development.
- 3 The Banks development should be enhanced and better-connected to the Central Business District by adding three infrastructure and amenity improvements:
  - pedestrian plazas covering most of Fort Washington Way
  - a major new anchor attraction—the Boardwalk at the Banks—on the west side of the development
  - exciting, usable green spaces and amenities, particularly in the center of the development

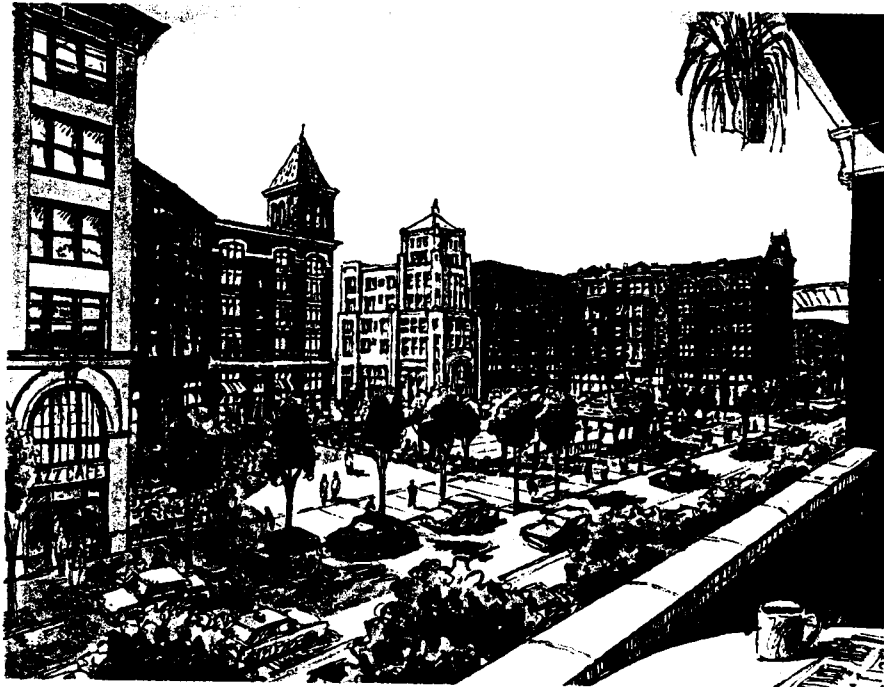


- 4 The design of the Banks neighborhood should foster a diverse, welcoming, pedestrian-friendly urban character.
- 5 The County-funded above-ground parking garages currently planned for the Central Riverfront Area should be shifted to sites north of Third Street.
- 6 The City and the County and private sector should collaborate to fund the public infrastructure and amenities required to attract and support private development.
- 7 The City, County, and private sector (through Downtown Cincinnati, Inc) should jointly create and interim parking and shuttle program.
- 8 The Banks development should stimulate economic inclusion among all ages, races, and genders.
- 9 The Central Riverfront Area should be developed in phases with Phase I to be completed in 2003 and Phase II in 2006 (see diagram).
- 10 The City and County should jointly create a Riverfront Development Commission (RDC).

*Looking northeast at the downtown skyline and The Banks from the club restaurant in Paul Brown Stadium*

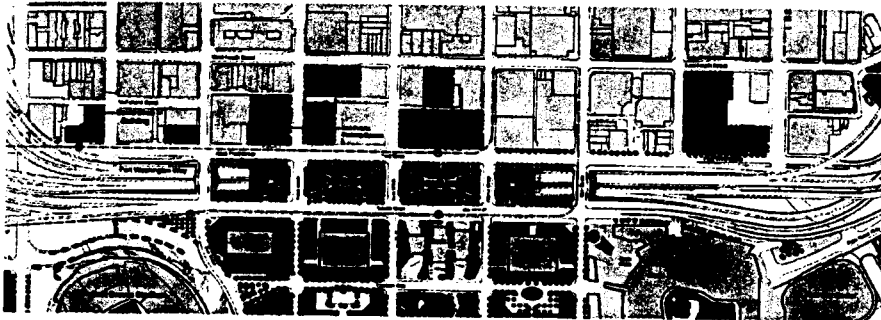


Above  
*Looking southwest from  
an apartment balcony  
on the north side of  
Freedom Way with  
Paul Brown Stadium  
in the distance*



Below  
*Looking west along  
Freedom Way toward  
Paul Brown Stadium*

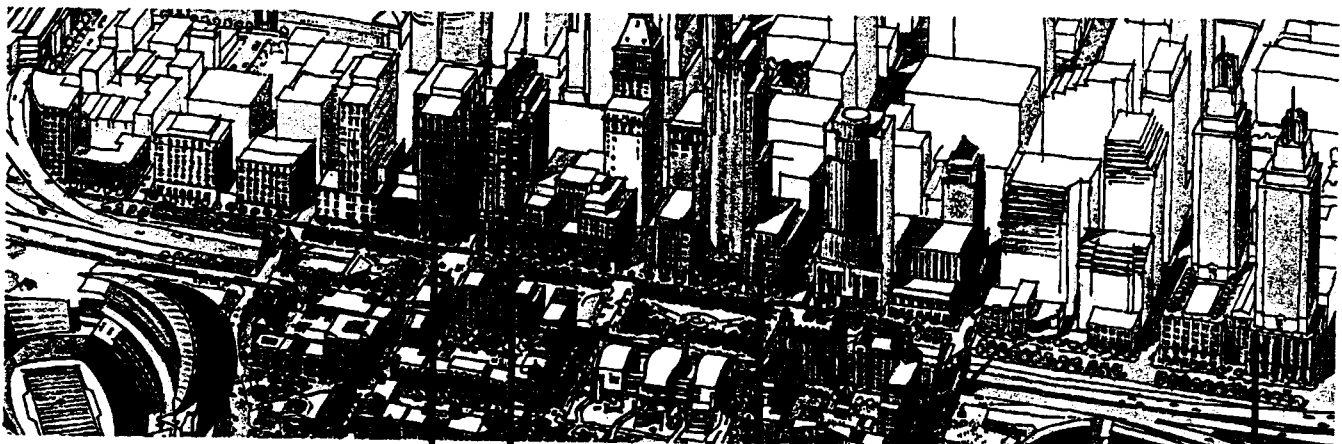




### Third Street Development

One of the most creative ideas which came out of the Riverfront Advisors process was the recommendation to move the proposed above ground County funded parking garages north of Third Street to stimulate private development. By doing this, the Advisors estimate that

private development potential will be increased from \$159,000,000 to \$600,000,000. Several potential new development sites have been identified (Third and Race; McAlpin's site; Provident site; and Queen City site).



Third & Race

McAlpin's Site

Provident Site

Queen City Site

# Urban Design Guidelines for The Banks



# I Urban Design Guidelines

THE URBAN DESIGN GUIDELINES for The Banks described in this section were developed for Hamilton County, the City of Cincinnati, and the Riverfront Advisors Commission by Urban Design Associates and are intended to be attached to the national *Request for Proposals* (RFP) for developers to be sent out in Spring 2000. These guidelines delineate urban design and architectural standards for The Banks which are consistent with the four-year public planning process which preceded the development of the RFP. They include broadly accepted recommendations for: land use; building massing, heights, and setbacks; materials; color; streets, sidewalks, parks, and landscaping; parking; and servicing.

Developers making proposals for The Banks will be strongly encouraged to follow these guidelines. However, the County and the City recognize that changing market conditions and other special requirements of a particular developer may require minor modifications to these published urban design guidelines. Developers may propose minor modifications to the guidelines with their submissions, if the developers can demonstrate that the modifications are consistent with the overall intent of both the guidelines and The Banks master plan, and that they improve the viability of the project.

59

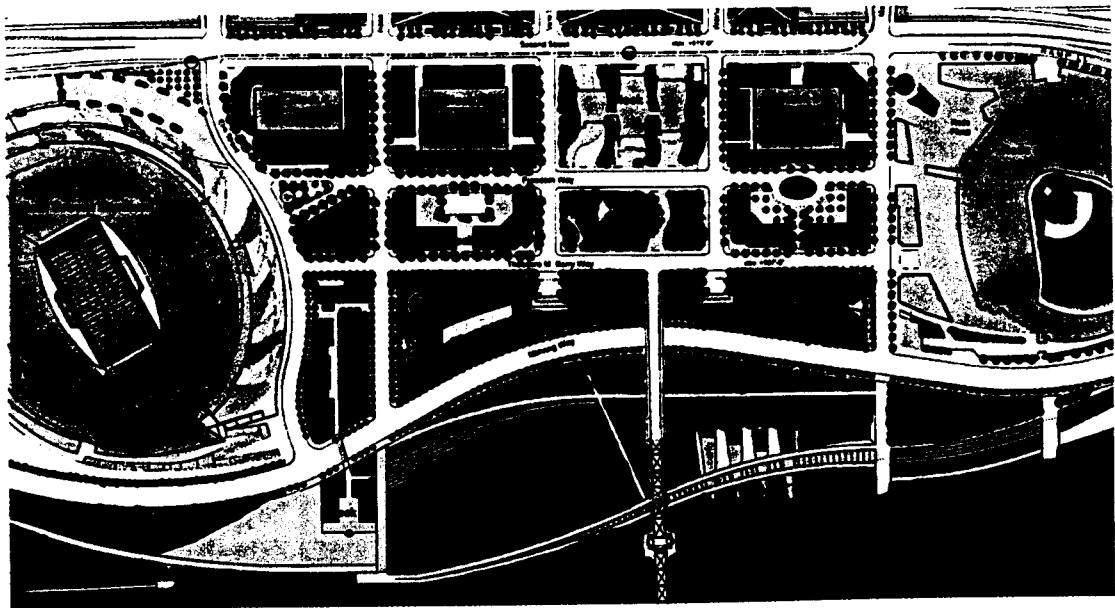


The Riverfront Advisors Commission report of September 30, 1999 entitled *The Banks*, recommended a diverse, pedestrian-friendly urban neighborhood with a mix of uses, including residential housing, specialty-retail stores, restaurants and entertainment, office and boutique hotel spaces. The primary focus of the Advisors study was on the newly created development blocks south of Second Street between the two new stadium sites. The Advisors demonstrated that by expanding the vision to incorporate areas north, east and west of the central development blocks and leveraging public investment in new streets, parks and garages, the city could attract substantial private investment. The Advisors recommended additional public investment in landscaped decks to cover part of Fort Washington Way, the construction of a riverfront boardwalk and

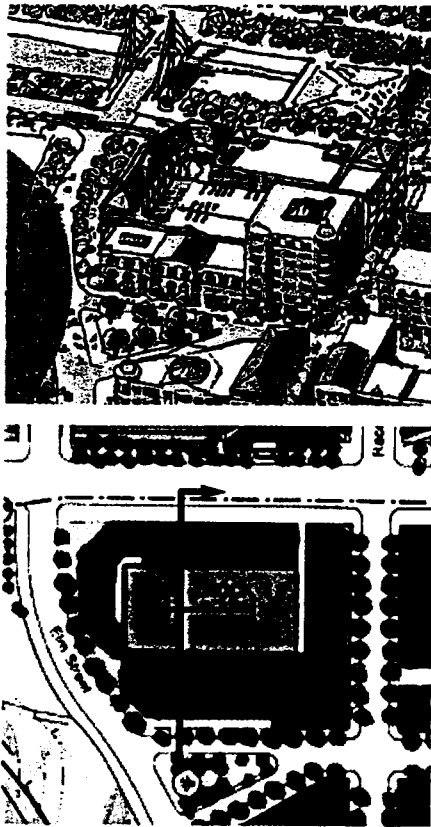
construction of additional public open space along Freedom Way. They also recommended that above grade public parking garages originally planned for blocks 2 and 4 be relocated north of Third Street. The plan is to be implemented in two phases, however, the construction can occur incrementally since each block is composed of independent buildings. The purpose of the Design Guidelines is to describe the development program, block by block, and the infrastructure required to accomplish the goals as outlined in *The Banks*.

The recommendations of the Advisors are based on extensive discussions with all parties involved in the Central Riverfront, however, continuing discussions with the sports teams and other stakeholders will continue as more details emerge for individual projects.

*The Riverfront Advisors Plan for the central riverfront development blocks*





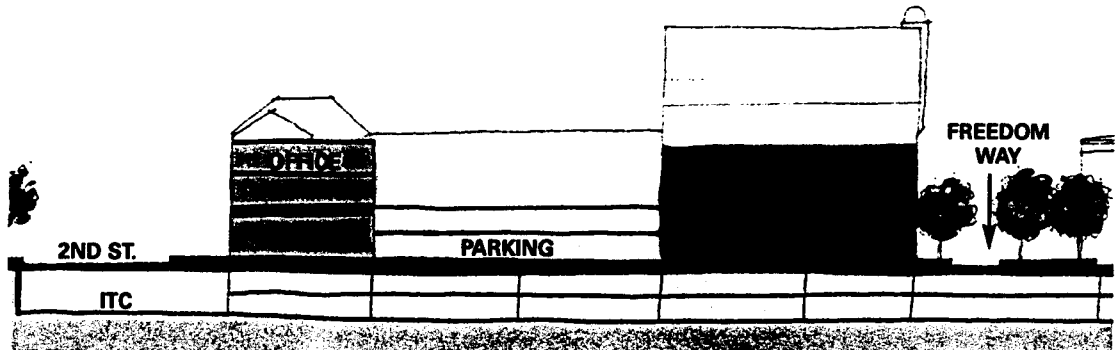


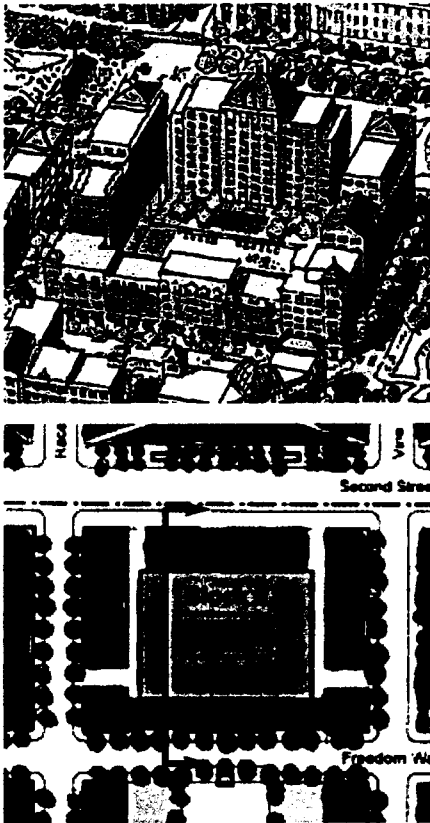
### Block I

Block 1, adjacent to Paul Brown Stadium, will feature mid-rise buildings fronting Race Street, Freedom Way, Elm Street and Second Street. The corner of Race and Freedom Way will be anchored by a seven-story building and a five-story building on the east side of the block. The rest of the block will be restricted in height to 40 feet, to protect view corridors of the Cincinnati skyline from the club level of Paul Brown Stadium. Residential and office uses are planned over street level retail and office space. An above grade mid-block parking garage is planned to accommodate the parking demand created by the housing and office space uses.

### Block I Building Program

	No. of Units	Sq. Ft.
Retail		40,000-49,000 SF
Housing	50-65	50,000-65,000 SF
Office		100,000-140,000 SF
Parking		240 Dedicated Spaces
<b>Total</b>		<b>190,000-254,000 SF</b>



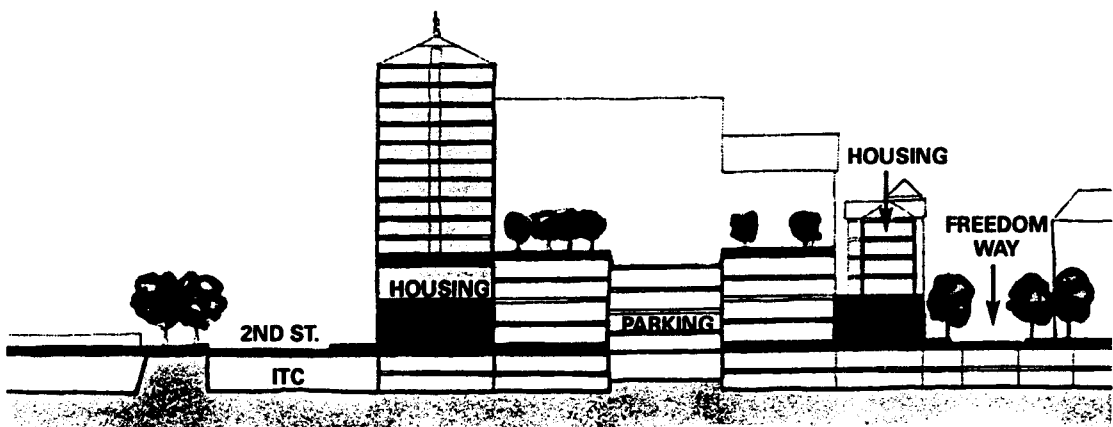


### Block 2

Block 2 is planned to accommodate a large number of residential units in a series of buildings fronting Race, Second, Vine and Freedom Way. Street level uses will include retail, restaurants and office space. An above grade mid-block parking garage will accommodate residential parking needs and will be topped with recreational facilities for the residents. Buildings as tall as 160 feet will front Second Street, Race and Vine and five-story buildings will front Freedom Way. The buildings are located to maximize views of the riverfront and the Freedom Center.

### Block 2 Building Program

	No. of Units	Sq. Ft.
Retail		24,000-30,000 SF
Housing	300-365	300,000-365,000 SF
Parking		549 Dedicated Spaces
<b>Total</b>		<b>324,000-395,000 SF</b>





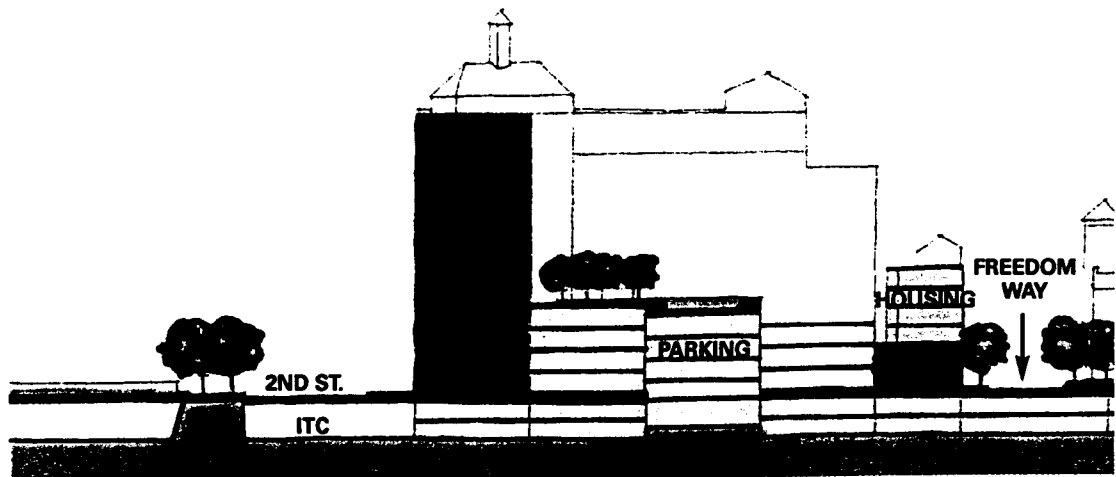
#### Block 4

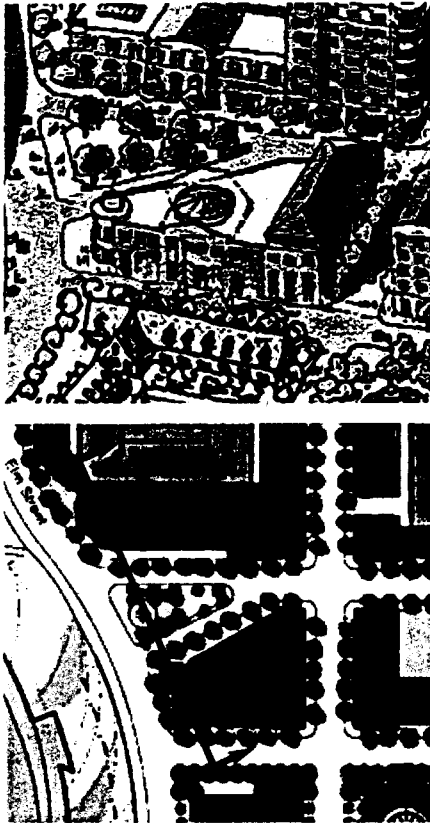
Block 4 will provide a mix of uses including a boutique hotel at the corner of Main and Second, and office space and residential units in buildings along Walnut and Freedom Way. Similar in form to Block 2, the buildings will step in height from five stories on Freedom Way to twelve stories on Second Street. An above-grade mid-block garage will provide parking for the hotel and residential units and will be topped with common amenities for the hotel and residents. The first two floors of the hotel will be dedicated to lobbies, restaurants, meeting rooms and hotel services. Retail and restaurant space at street level is planned for Freedom Way.

63

#### Block 4 Building Program

	No. of Units	Sq. Ft.
Retail		18,000-22,000 SF
Housing	140-180	140,000-180,000 SF
Hotel	200-250	160,000-200,000 SF
Office		40,000-60,000 SF
Parking		520 Dedicated Spaces
<b>Total</b>		<b>358,000-462,000 SF</b>





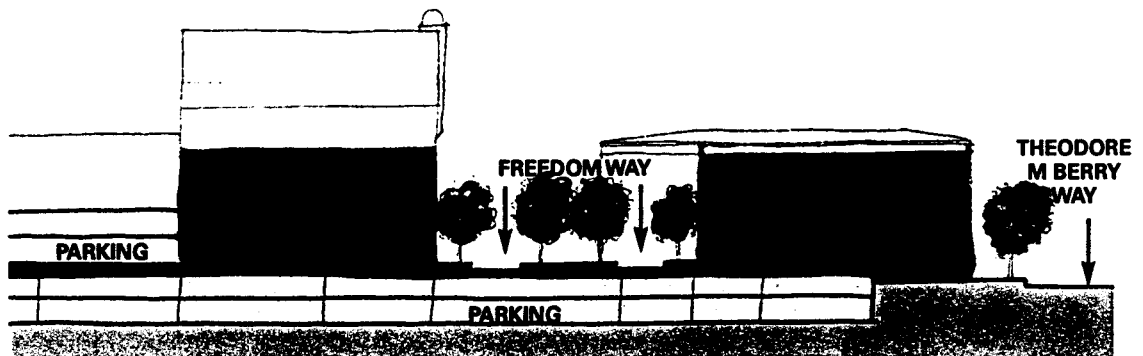
### Block 5

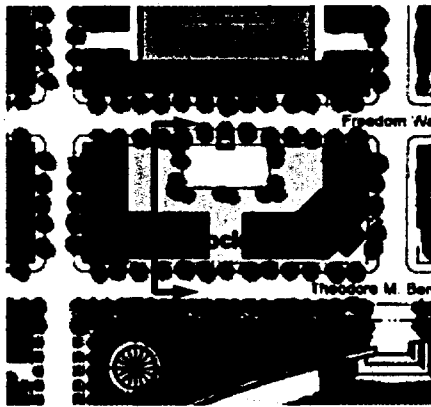
Block 5 will be a two-story commercial building providing retail and restaurant space. Located between the triangular park space on Freedom Way and the riverfront park, Block 5 is situated to take advantage of great views and provide street level activities to activate the public spaces surrounding it. Because Block 5 is restricted in height to 40 feet, it is ideally suited for two commercial floor plates of approximately 20 feet in height. The activities in this building should not have an inward focus but should be designed to animate Race Street, Freedom Way and Theodore M. Berry Way.

64

### Block 5 Building Program

	Sq. Ft.
Retail	38,000-45,000 SF
Total	38,000-45,000 SF





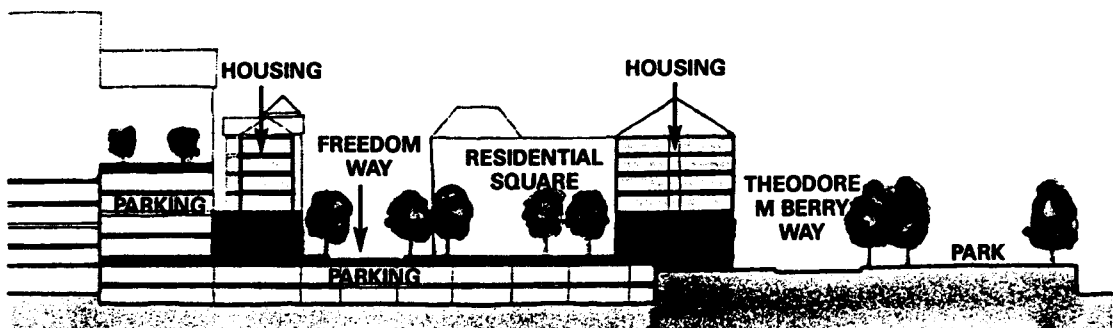
### Block 6

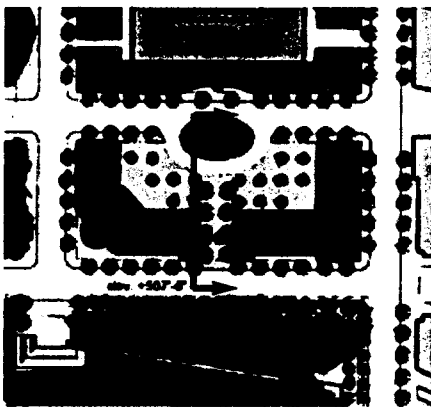
Block 6 will offer four stories of prime residential units above ground floor restaurants and shops. The buildings are formed to create a residential square along Freedom Way for both blocks 6 and 2. Residents will have spectacular views in all directions. Outdoor dining and entertainment uses on Freedom Way and Theodore M. Berry Way will make use of the plaza and park space and provide street level activities in all directions. Because of the grade change between the two streets, ground floor uses can take advantage of increased building volume with a mezzanine and high ceiling heights. A winter garden for year-round interior public uses is planned for the corner of Vine and Theodore M. Berry Way. The winter garden can be used for private events and also as an indoor extension of public riverfront events.

65

### Block 6 Building Program

	No. of Units	Sq. Ft.
Retail		30,000-36,000 SF
Housing	70-100	70,000-100,000 SF
<b>Total</b>		<b>100,000-136,000 SF</b>





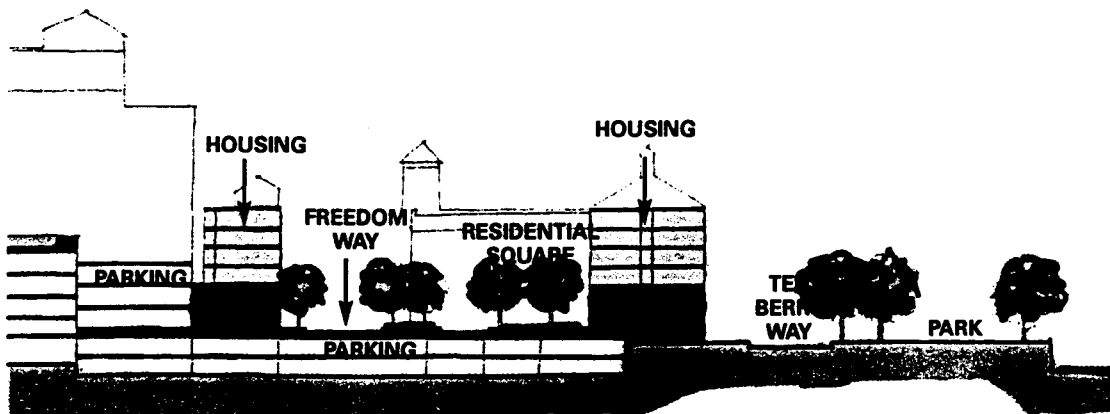
### Block 8

Block 8 is similar to Block 6, offering prime residential units above ground-floor restaurants and shops. Formed to create a residential square along Freedom Way, Block 8 residents will enjoy great views in all directions. The ground floor uses should feature dining and entertainment with plenty of space for outdoor activities in the adjacent plazas and park. Block 8 will take advantage of events held at the adjacent Reds Ballpark and is ideally situated for sports oriented dining and entertainment.

66

### Block 8 Building Program

	No. of Units	Sq. Ft.
Retail		30,000-37,000 SF
Housing	70-100	70,000-100,000 SF
Total		100,000-137,000 SF



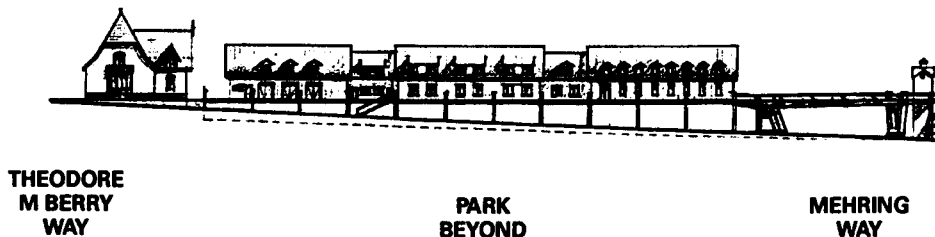


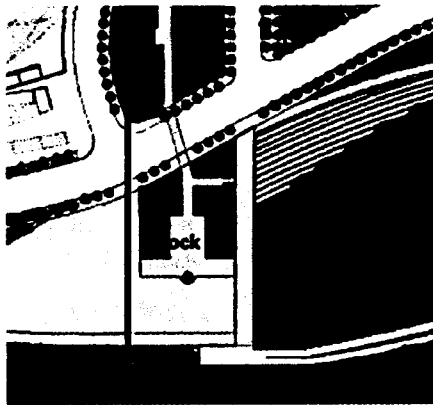
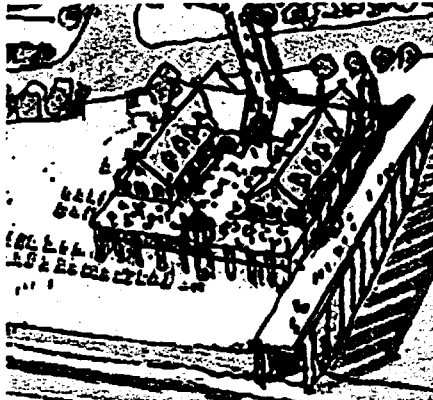
#### Block 10

Block 10 is planned to accommodate a restaurant with prime views of both the Ohio River and a riverfront park. A public park will occupy the majority of the block bounded by Elm Street, Theodore M. Berry Way, Race Street and Mehring Way. The restaurant, designed as a two-story pavilion in the park, will be a major anchor for the Race Street retail corridor and should be planned with outdoor dining terraces and courtyards. It will be set back from Theodore M. Berry Way to allow the promenade and double tree row to extend uninterrupted from Elm to Main. The Boardwalk will originate in this block and proceed south to the riverfront.

#### Block 10 Building Program

	Sq. Ft.
Retail	56,000 SF
Total	56,000 SF



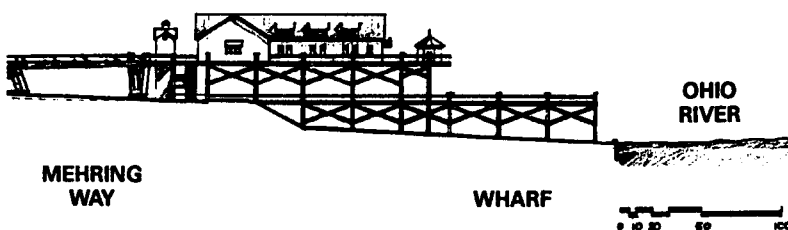


### Block 12

The Boardwalk will provide restaurants, shops, and entertainment on the river's edge. Connected to Race Street at Theodore M. Berry Way, the Boardwalk could be designed in a traditional waterfront style incorporating the imagery of wharf buildings with an open metal structure and will be lined with shops and eateries with views of the park and river below. Access for people with disabilities, and services such as loading and waste removal, will be accommodated. The open structure of the Boardwalk will be maximized to preserve views. The wharf space below could also provide some event-staging area. Elevated above the flood plane, the Boardwalk and the Race Street park pier below will allow visitors to enjoy the river in all seasons. Numerous connections to grade will link the Boardwalk to the Race Street Pier, wharf, park festival spaces, Mehring Way and Race Street.

### Block 12 Building Program

	Sq. Ft.
Retail	24,000 SF
<b>Total</b>	<b>24,000 SF</b>





## II Architectural Guidelines

### Building Design

The buildings should form a rich texture which contains surprises, dynamic contrasts, and varied profiles. For instance, Block 12 with its unique mix of restaurants and shops on the Boardwalk, and its waterfront location, will recall the imagery of wharf buildings.

The buildings must also maintain a pedestrian scale at street level. A great deal of emphasis will be placed on the view of the streetscape from pedestrian eye level.

### Massing

Buildings should be simple, well-proportioned volumes.

Building walls facing public streets and parks shall be terminated at the top floor with a rich and varied roof scape including sloped roofs, cornices and attic expressions. Flat roofs shall be enclosed by parapets no less than 42 inches high or as required to conceal equipment.

### Exterior Materials

The exterior wall finish material on all facades shall be limited to brick, stone or cast stone designed to resemble stone masonry construction. The roof material shall be limited to slate, tile or metal.

*Perspective showing buildings designed to enhance round-the-clock street level activity at the corner of Race Street and Freedom Way.*





70

*Perspective of a residential square showing buildings that form a rich texture which contains surprises, dynamic contrasts, and varied profiles.*

#### **Facade Treatment: Windows, Doors, Storefronts, Awnings**

Windows (other than ground-level storefront windows) shall be vertical in proportion, 1.5 to 2.5 times as tall as they are wide. The glazed area of a facade (excluding the ground level storefront) shall not exceed 35% of the total facade area. Doors and windows should be setback a minimum of three inches from the facade.

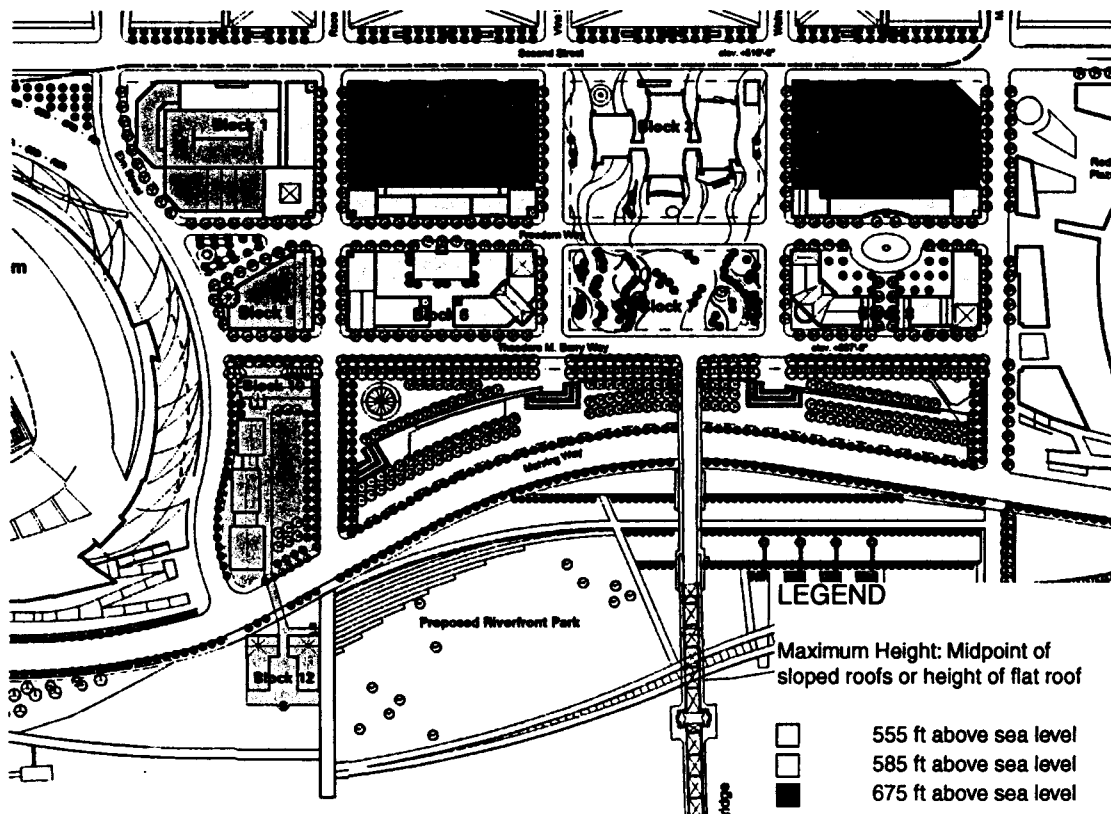
Doors shall be vertical in proportion. Windows and doors should appear in a consistent and repeated pattern across the principal facades.

Ground floor commercial uses shall have storefronts with glazed areas equal to at least 65% of the ground-level proportion of the facade.

#### **Color Palette**

**Exterior Color:** The masonry colors of buildings can range between creamy buff colors to deep terra-cotta. Trim colors should be contrasting tones that complement the masonry. Roofing material should be either the natural finish of the material or if coated, should resemble a natural color in the palette that would complement the exterior wall finish color.

Doors, shopfronts, window frames, shutters, balcony rails and awnings shall be any color, any saturation. Glass shall be clear or lightly tinted only. Balcony railings and porch structures shall be metal, stone or cast concrete.



**Building Heights**  
Plan shows maximum building heights by zone.

### Building Heights

The development massing will build up from the river to the CBD, and from the eastern and western edges of the central riverfront as measured from the 515-foot elevation. Permitted building heights along the park will be 70 feet and will climb to 160 feet along Second Street. Blocks 1 and 5 are restricted in areas to 40 feet in height to protect view corridors from Paul Brown Stadium in accordance with lease provisions with the exception of the east side of Block 1

which has seven-story and five-story buildings.

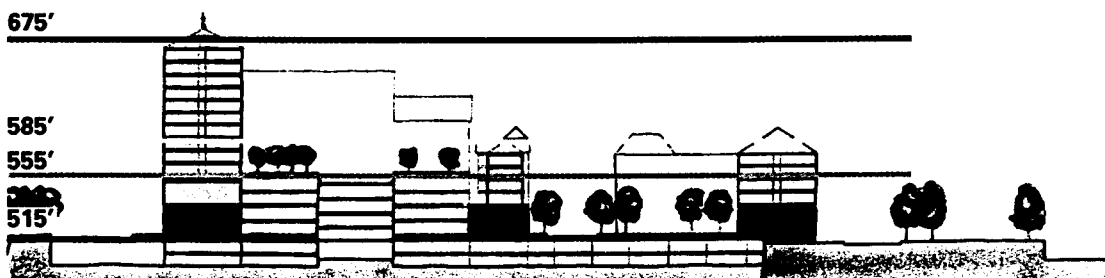


675'

585'

555'

515'



### III Streets and Parking

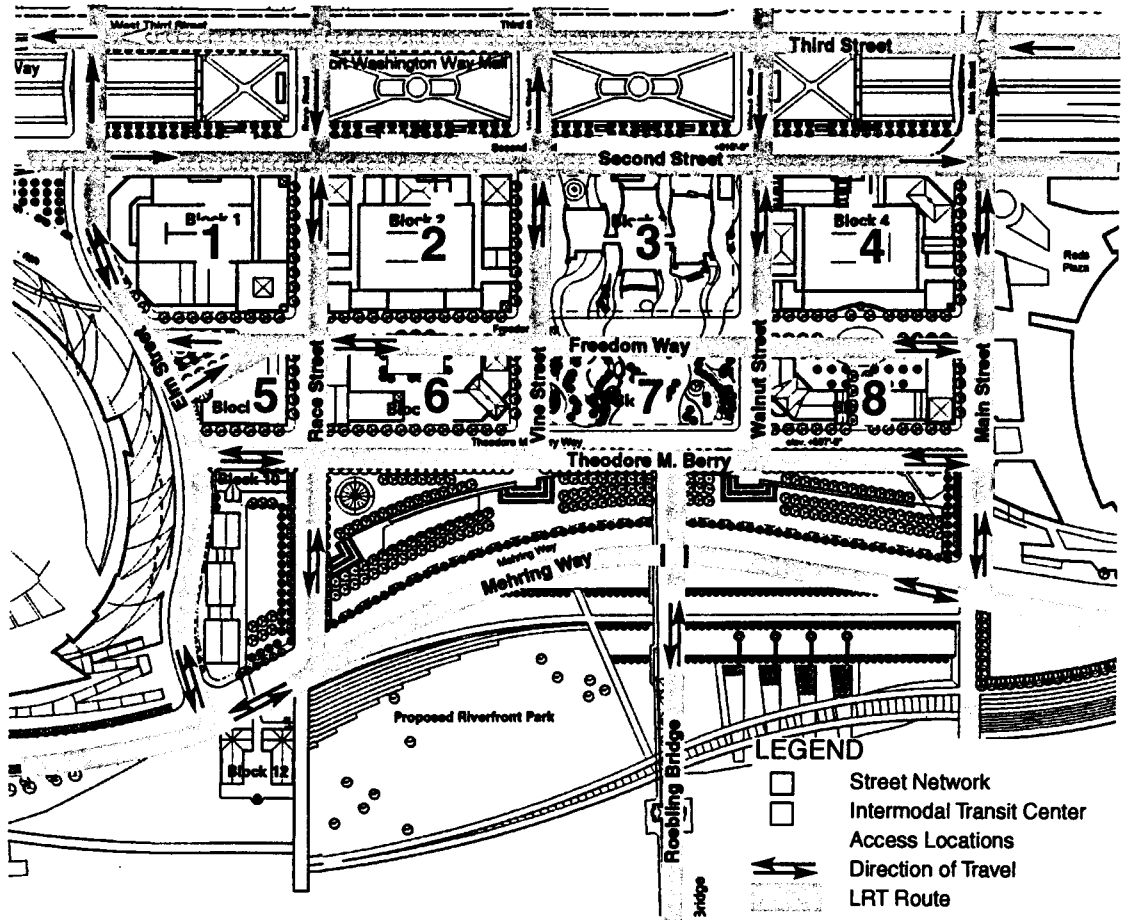
THE NORTH/SOUTH STREETS of the central business district will be extended south across Fort Washington Way to form a new network of city streets between the two stadium sites. The streets south of Second Street will accommodate two-way traffic providing maximum flexibility and convenience for motorists and pedestrians. The new street network will also accommodate other transit modes. The Advisors are in support of the OKI Light Rail Planning Initiative, however, the Advisors strongly recommend the 'split' LRT alignment with eastbound LRT stops along Second Street and westbound stops along Third Street. Trolley bus shuttles and water taxis will also provide transit access to the central riverfront. An intermodal transit facility will be built underneath Second Street to accommodate bus and future commuter rail service. This facility will be fed from an exclusive cartway between Central Avenue and Broadway. The new Roebling Bridge landing will become an important gateway into Cincinnati and provide a direct connection to city streets for vehicular traffic and bus service from Kentucky.



*Light rail transit  
on Second Street*

# Street Network

*Plan showing direction of travel, transit routes and intermodal transit center access locations.*



### Above Grade Parking and Servicing

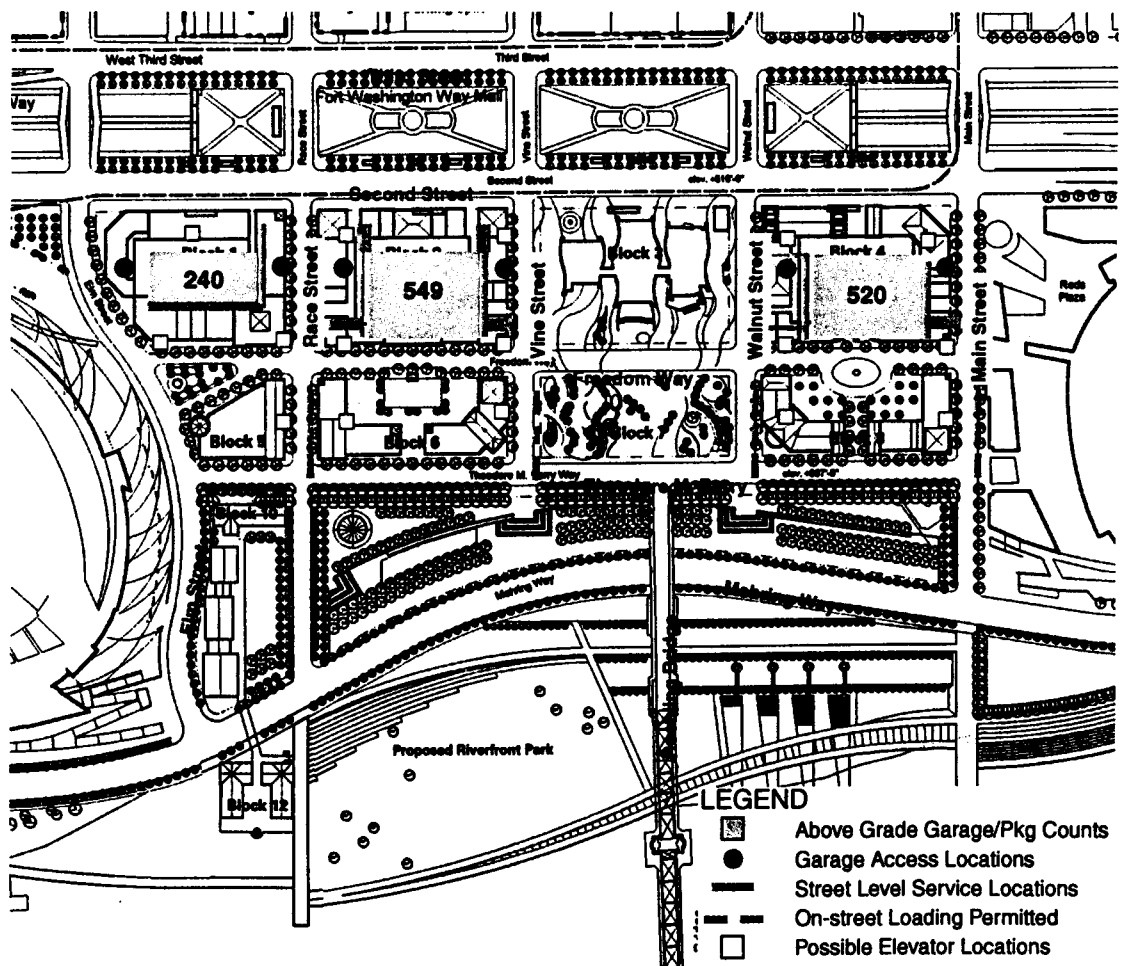
The mid-block parking garages will be located in Blocks 1, 2 and 4. These garages will be sized to accommodate the needs of the residential development blocks and are not intended for commuters or stadium-related events. However, the street entrances and ramping for these garages and the below grade parking system should be coordinated to provide maximum parking efficiency and operational flexibility. Midblock parking structures should be interior to the blocks and lined on four sides with buildings.

Frequent entrances to both the upper and lower garages are planned for the north/south street frontage to give motorists several options to choose from and to take full advantage of the flexibility offered by the street grid. Pedestrian access to the upper-level garages will be convenient, safe, and well lit. Blocks 1, 2, 3 & 4 will be serviced underground from the Intermodal Transit Center. Blocks 5, 6, 8, 10 & 12 will be serviced on-grade from the streets. All dumpsters must be located within development blocks and out of sight.

74

### Above-Grade Parking and Servicing

*Locations of above grade garages, service areas and garage access locations.*



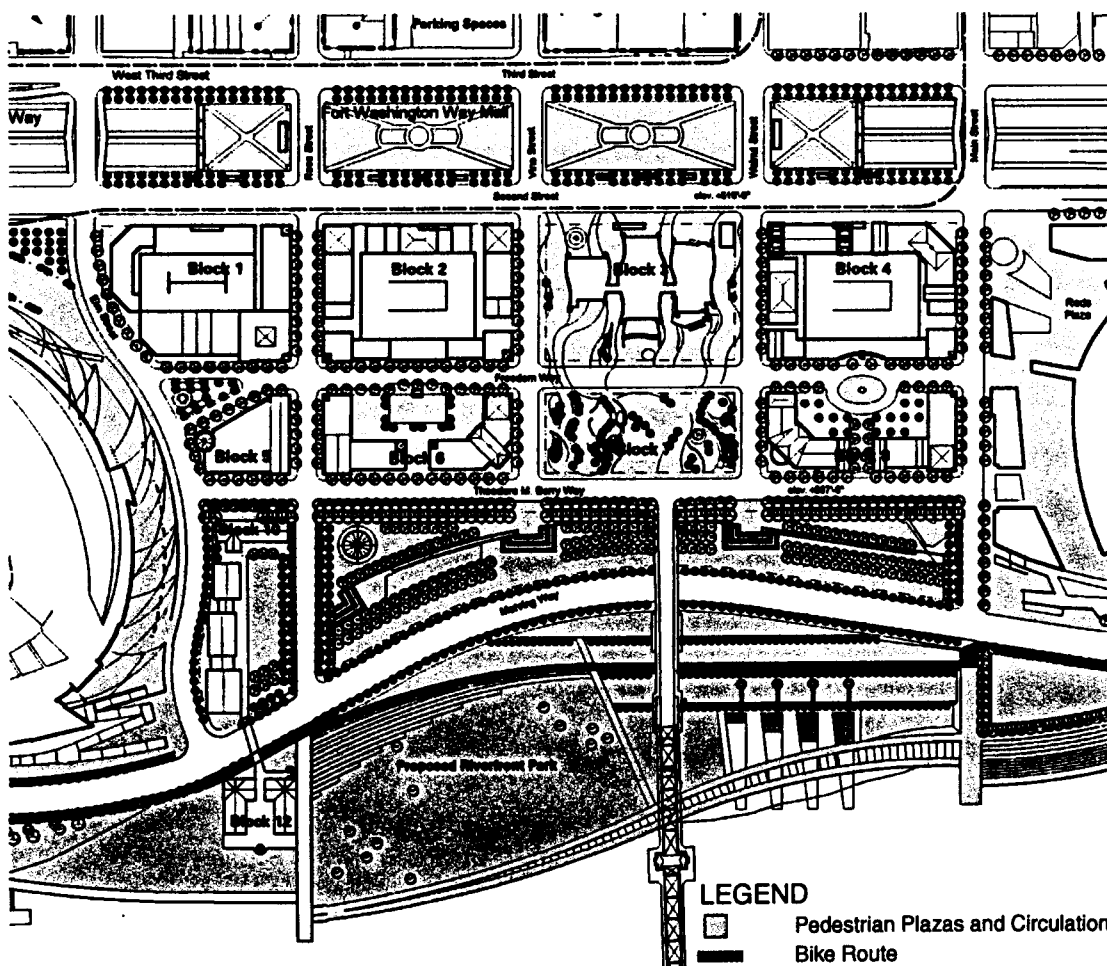
### Pedestrian Network

The central riverfront development plan integrates pedestrian circulation into a system of streets, squares and parks. The Fort Washington Way project will connect the CBD to the riverfront with new pedestrian friendly bridges, extending the street grid to the riverfront. The Advisors recommend decking over certain blocks of the interstate to create landscaped parks, providing diagonal

links between blocks and transforming a noisy highway zone into a highly attractive area for redevelopment. All blocks will provide sidewalks with a minimum dimension of 13 feet on all streets.

Pedestrian areas will broaden out to provide outdoor activity areas for cafés and special events. Where sidewalk cafés are desired, sidewalk widths should be deepened to accommodate outdoor seating.

*Plan of Pedestrian  
Sidewalks, Squares,  
and Parks*



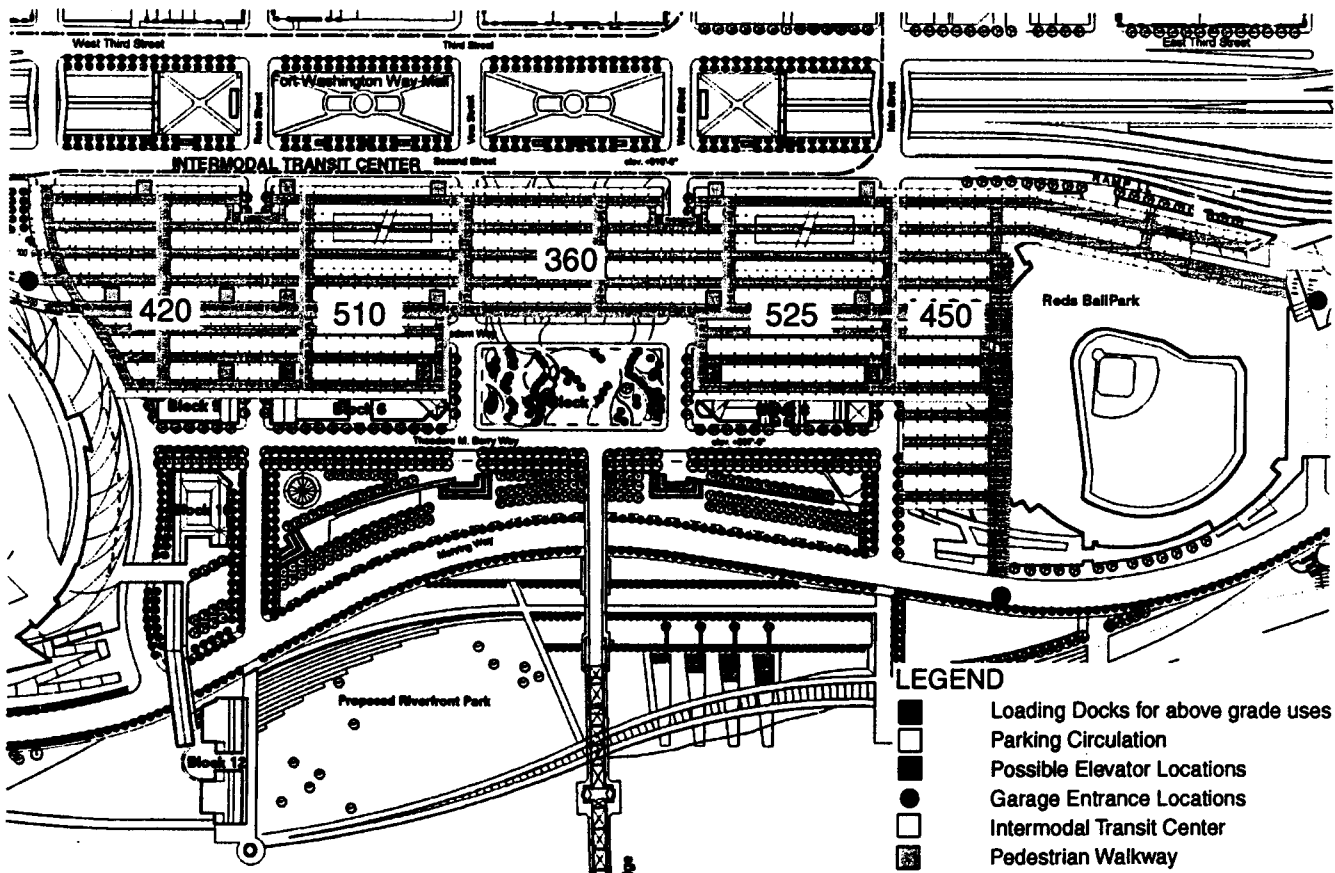
### Parking Levels 490 and 500

Two continuous parking levels below the central riverfront streets and development blocks will provide a major parking reservoir for commuters, stadium events and central riverfront commercial activities. Vehicular access to the two parking levels will be at major entrance locations on Central Avenue, Broadway and Mehring Way as well as street level entrances above on Elm, Race, Vine, Walnut and Main. Both parking levels will be organized with straight uninterrupted parking bays and drive aisles, preserving open views and simple traffic

patterns. Column layouts and vertical elements such as cores and stair towers should be located to preserve a clear and well organized parking system.

### Parking Count by Blocks (Above and Below Grade)

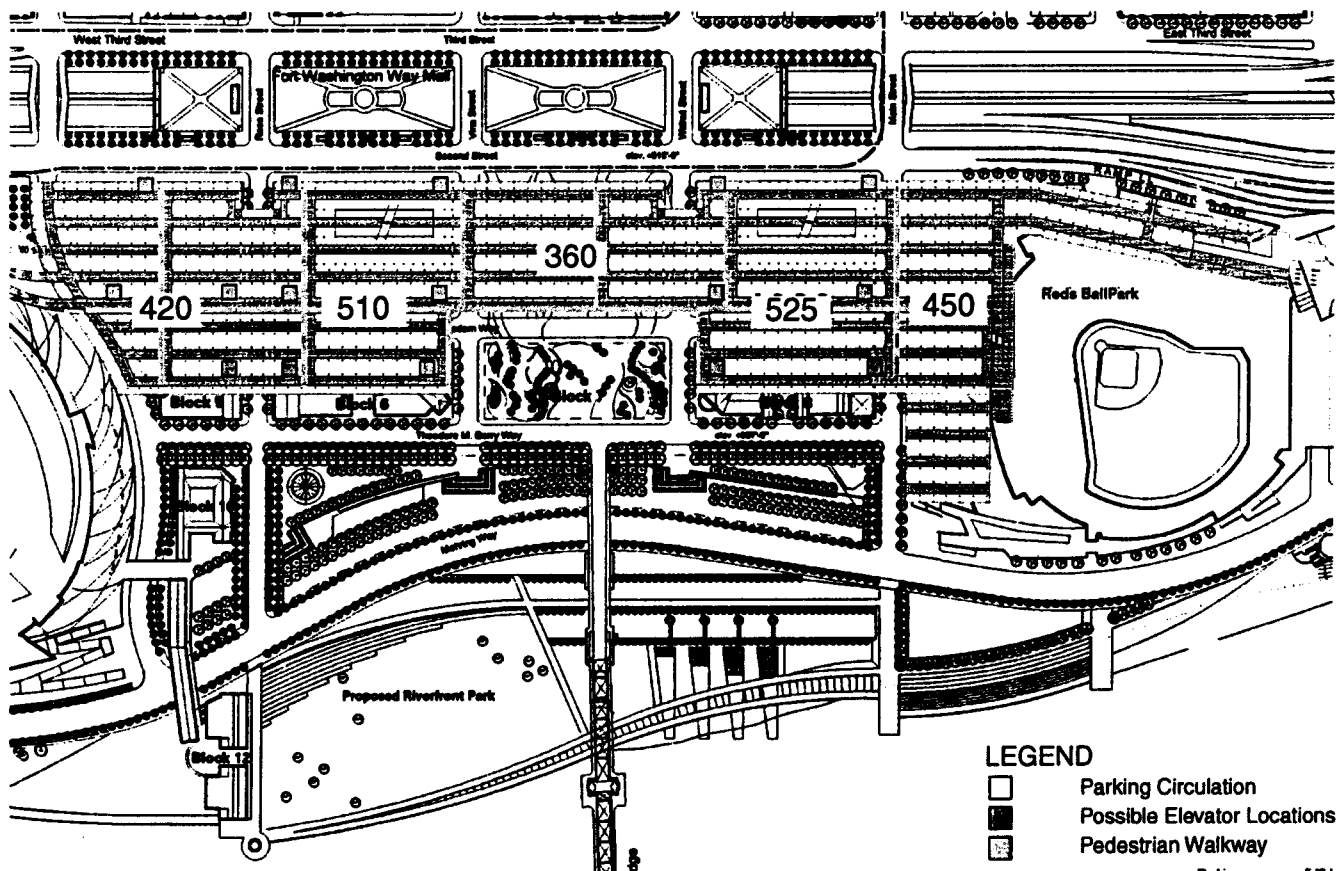
	Total Count	
Blocks 1 & 5	1080	Parking Level 490
Blocks 2 & 6	1569	Parking level showing
Blocks 3 & 7	720	parking counts,
Blocks 4 & 8	1570	parking bays,
Reds Ballpark	900	pedestrian aisles,
Total	5839	pedestrian access and
		garage entrances.





A well-lit and attractive east/west walkway within the garage will help orient pedestrians and provide access to several elevator cores and stairs. Frequent lobbies at street level should be provided for pedestrian access to the parking levels. Buildings in each development block will be designed with parking below.

North of the garage beneath Second Street is the underground Intermodal Transit Center. Two loading dock facilities are shown, servicing development Blocks 1, 2, 4, and the Freedom Center. Trucks will use the intermodal center cartway to gain access to the two loading bays.

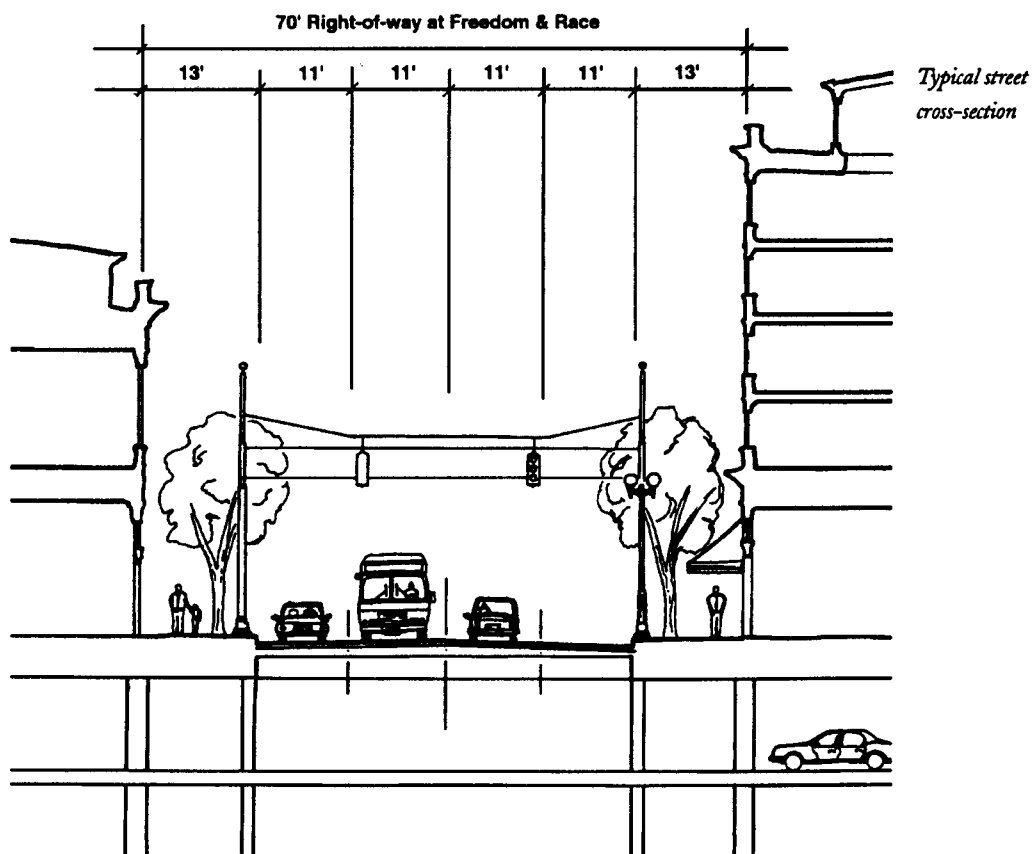


**Parking Level 500**  
*Parking level showing  
 parking counts,  
 parking bays, and  
 pedestrian aisles.*

**Typical Street**

A typical city street in the Central Riverfront will accommodate two way traffic flow with four 11-foot lanes which can accommodate two lanes of travel in each direction for rush hour and special events. On-street parking will be permitted during off peak hours with one travel lane in each direction. The typical sidewalk depth will be 13 feet from curb to building front. Pavers will be used in the street and sidewalks at intersections to

help define pedestrian crossings. Pavers will also be used behind the curb as a collector strip. Concrete will be used for sidewalks and streets on structure and will require a waterproof membrane to protect the structure and parking below. Streets on grade will be paved in asphalt. Street trees will be planted in boxes below pavement level. The planter boxes should be as large as feasible to provide adequate soil area for root growth.

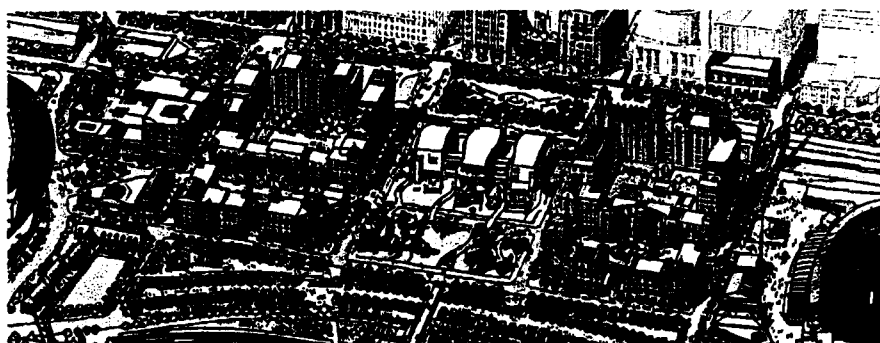


### **Freedom Way**

Freedom Way will be a unique street in the central riverfront because it will provide a sequence of public squares lined with street-oriented activities. Defined by mid-rise buildings and the National Underground Railroad Freedom Center, the squares will offer a variety of outdoor activities including pre- and post-game celebrations, outdoor markets, ice skating and outdoor dining. Each square should have a unique character and offer a variety of spaces from soft shady areas to plazas with rich textures and color. The residential squares in Blocks 6 and 8 are within the development blocks and are the responsibility of



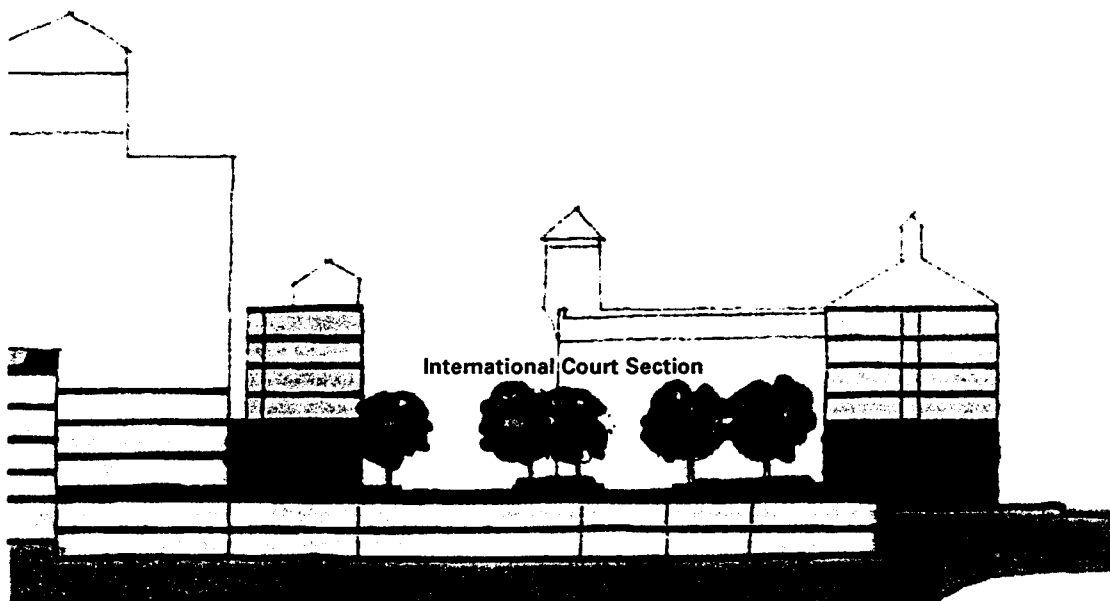
79



the developer to program, design and build. The street in these squares may be diverted around monuments and pavilions if desired. Block 7 is a public park developed by the National Underground Railroad Freedom Center which will function as an extension of the Freedom Center programs, but also as part of the open space network of the central riverfront. The design of Freedom Way will be similar to the typical street in cross section however between Vine and Walnut the street design will be influenced by the Freedom Center to respond to unique opportunities for outdoor activities and links to the Riverfront Park. This street may be closed to traffic on occasion for special events.



80

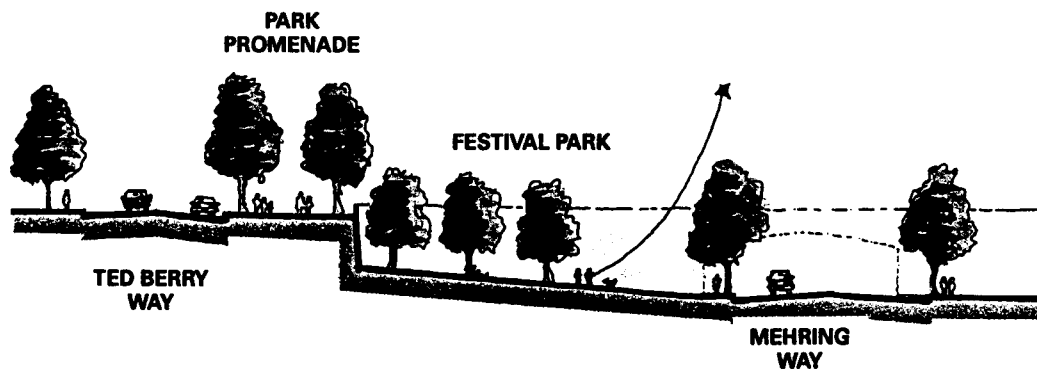




### **Theodore M. Berry Way**

Theodore M. Berry Way will become the new riverfront street for Cincinnati, lined with shops and restaurants to capture views of the riverfront park and Ohio River. A promenade will run the entire length of the southern side of the street from Elm to Main. The 40-foot wide promenade will be shaded by a double row of trees and provide a continuous overlook of the river and park.

Theodore M. Berry Way will be designed to provide a dignified landing for the Roebling Bridge and to accommodate important vehicular movements as traffic transitions from the bridge to the city street network. The street section of Theodore M. Berry Way will be the standard four 11-foot lanes but will be modified east of Vine to provide safe turning movements at the bridge.

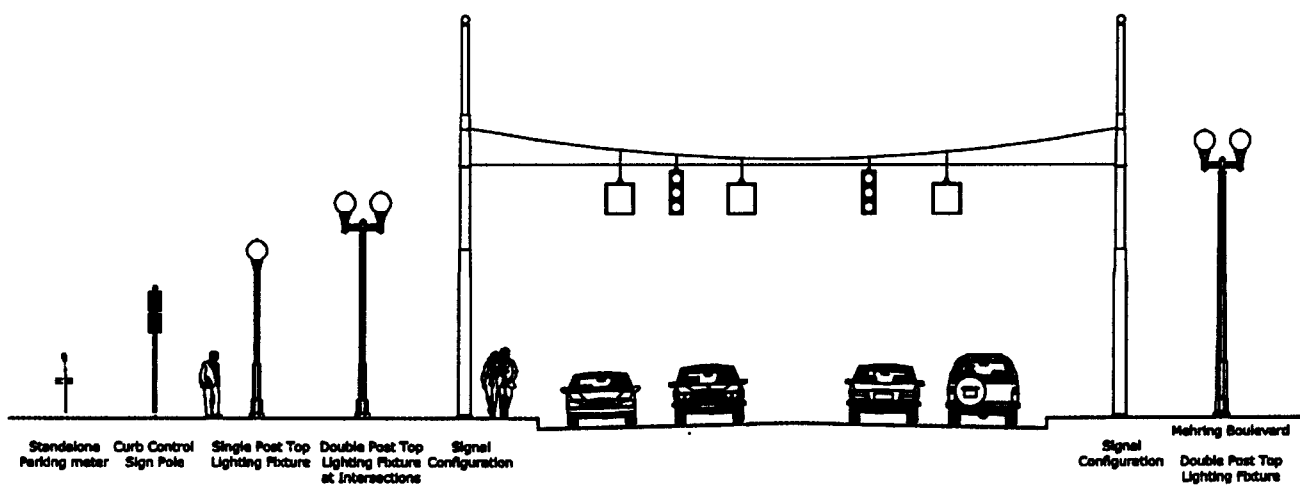
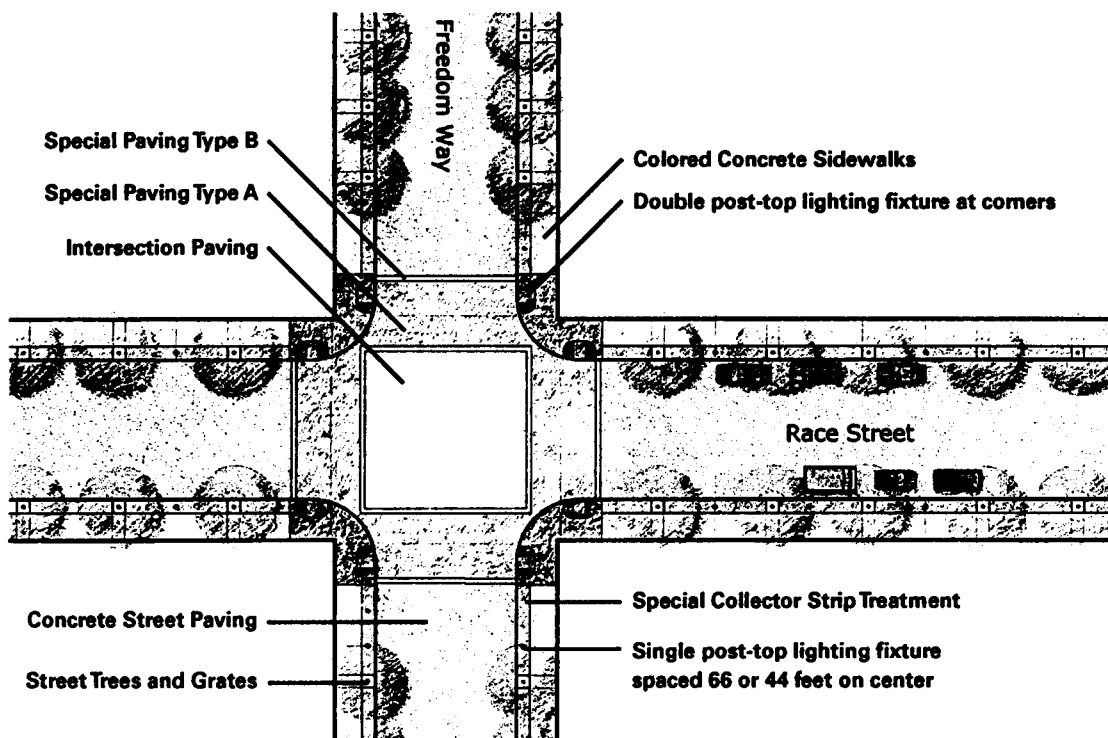


## IV City Streetscape Standards

82

*View of typical  
downtown streetscape*





# Appendix